

Volume 1

A STUDY OF ATTITUDES
TOWARD CIGARETTE SMOKING
AND DIFFERENT TYPES OF CIGARETTES

JANUARY 1959

ELMO ROPER AND ASSOCIATES

1001753936

A STUDY OF ATTITUDES
TOWARD CIGARETTE SMOKING
AND DIFFERENT TYPES OF CIGARETTES

VOLUME I

Prepared for

PHILIP MORRIS, INC.

January 1959

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PURPOSE OF THE SURVEY

This study differs from all previous research we have done for Philip Morris in two major ways:

1. It is far more basic in its concerns and objectives.
2. It is correspondingly less precise and certain in its results.

To oversimplify the purpose of this study and also to illustrate the essential difference between it and previous studies, we might say that the purpose of this study was to answer the question, "Why do people smoke cigarettes?" rather than to answer such questions as, "Why do people smoke Camels instead of Parliaments?" or "Would a red package be better than a blue package?" This study was primarily concerned with basic motivations--to a far greater degree than it was concerned with preferences as between alternatives. Since it was more concerned with basic motivations (many of which the respondents themselves were either unconscious or only semi-conscious of) it necessarily held less promise of hitting actionable pay dirt than any of the preceding studies we have conducted for Philip Morris. But in another way, the study held more promise than any of its predecessors because it attempted to tackle the basic questions of why do people smoke, what are they looking for in cigarettes, and how well are cigarettes satisfying these needs or wants. While the study was concerned with finding out why people smoke and what they are looking for, it should be pointed out that it did not attempt to go back to the original motivations for smoking, not what happened to a person at the age of three that ultimately resulted in his taking up smoking, not even what happened at the time he first started to smoke. But rather, why he now smokes, what he feels cigarettes do for and to him, and how satisfied he currently is with cigarettes in the performance of the things he is seeking. In exploring sub-conscious motivations, the study was oriented toward finding those motivations that would

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II

Of minimal value for advertising research
be consistent with conscious beliefs, and not with those motivations (however valid they might be as motivations) that would run counter to conscious beliefs (and hence be of dubious value as usable appeals or themes).

Is clear-cut objective
When this study was undertaken, it was mutually recognized that it might ultimately prove to have been a fruitless fishing expedition. It was nevertheless undertaken as a worth-while gamble in light of the importance of what it was attempting to find out.

very little
In addition to the basic purpose of this study (already described) there were secondary objectives of more limited scope and which gave correspondingly greater promise of producing tangible results. These concerned such questions as box vs. cup package, mentholated brands, types of filter material, et cetera.

1001753940

Job No. 995 November, 1958 Number _____ County _____ Place _____ A

1. We are doing a study on how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

Smoke cigarettes _____ 11-1 (Skip to 3)
 Don't smoke _____ 2 (Ask 2)
 Don't know _____ 3

2a. Did you used to smoke cigarettes?

Yes _____ 4 (Ask b)
 No _____ 5 (Skip to 21)
 Don't know _____ 6

b. How long ago did you stop smoking cigarettes?

Less than 6 months _____ 7
 6 months—less than 1 year _____ 8
 1 year—less than 2 years _____ 9
 2 years—less than 3 years _____ 0
 3 years or more _____ X
 Don't know _____ Y

c. What brand of cigarettes were you smoking then?

Camel (Reg.) _____ 12-1
 Chesterfield (Reg.) _____ 2
 (King) _____ 3
 Hit Parade (King Fil.) _____ 4
 Kent (King Fil.) _____ 5
 Kool (Reg. M) _____ 6
 (Fil. M) _____ 7
 L & M (King Fil.) _____ 8
 Lucky Strike (Reg.) _____ 9
 Marlboro (King Fil.) _____ 0
 Old Gold (Reg.) _____ 13-1
 (King) _____ 2
 (Fil.) _____ 3
 Pall Mall (King) _____ 4
 Parliament (Reg. Fil.) _____ 5
 (King Fil.) _____ 6
 Philip Morris (Reg.) _____ 7
 (King) _____ 8
 Raleigh (King) _____ 9
 (Fil.) _____ 0
 Salem (Fil. M) _____ X
 Spud (Fil. M) _____ Y
 Tareyton (King) _____ 14-1
 (King Fil.) _____ 2
 Viceroy (King Fil.) _____ 3
 Winston (King Fil.) _____ 4
 Other Regular _____ 5
 Other King _____ 6
 Other Filter _____ 7
 No regular brand _____ 8
 Don't know _____ 9

2d. Why did you stop smoking cigarettes?

Don't know _____ 15-
 (Skip to 21)
 Don't know _____ 16-Y

3. Here is a card with a list of different things on it. Would you go down the list and tell me which things you never have or don't have very often? (HAND RESPONDENT CARD)

Coffee _____ 12-1
 Highballs or mixed drinks _____ 2
 Chewing gum _____ 3
 Coke or other soft drinks _____ 4
 Beer or ale _____ 5
 Wine _____ 6
 Candy _____ 7
 Cigarettes _____ 8
 Don't know _____ 9

1001753941

4. Here are some situations in which you might particularly want some of the things on the list.

	Coffee	Gum	Highball or mixed drink	Coke or soft drink	Beer or ale	Wine	Candy	Cigarettes	None or don't know
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want? _____	13-1	2	3	4	5	6	7	8	9
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want? _____	14-1	2	3	4	5	6	7	8	9
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want? _____	15-1	2	3	4	5	6	7	8	9
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want? _____	16-1	2	3	4	5	6	7	8	9

5. What is it you like about (each thing used in 3)? What good effects does it have on you? Anything else?

Coffee	17-
Don't know	18-Y
Highball or mixed drink	19-
Don't know	20-Y
Coke or other soft drink	21-
Don't know	22-Y

5. (cont.)

Beer or ale	23-
Don't know	24-Y
Cigarettes	25-
Don't know	26-Y
6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand the word "Butter" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say cigarettes?	27-
Don't know	28-Y

1001753942

From the desk of:-

JAMES W. GEIGER

To: - John Bell -

Please sort these cards and give me the number of smokers in each brand category who consume the following numbers of cigarettes:

6 or less	(41-1)
7-15	(41-2)
16-25	(-3)
26-35	(-4)
36 or more	(-5, 6, 7)

Also give the corresponding percentage of the total in each brand category.

JHG

(over)

1001753943

Question 27 - What brand do
you smoke most often?

Question 8 - How many cigarettes
do you smoke a day?

Camel = 24-1 p. 8. quest.

	6	7-15	16-25	26-35	>36
Camel					
PM					

1001753944

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head.

7a. The best cigarette of the day is the one I have when

1-10 _____ 29- _____

11-20 _____ 30- _____

21-30 _____ 31- _____

31-40 _____ 32- _____

41-50 _____ 33- _____

51-60 _____ 34- _____

61-70 _____ 35- _____

71-80 _____ 36- _____

81-90 _____ 37- _____

91-100 _____ 38- _____

Nothing or don't know _____ 39-Y

7b. Here's the next one: "I am inclined to smoke more when

1-10 _____ 31- _____

11-20 _____ 32- _____

21-30 _____ 33- _____

31-40 _____ 34- _____

41-50 _____ 35- _____

51-60 _____ 36- _____

61-70 _____ 37- _____

71-80 _____ 38- _____

81-90 _____ 39- _____

91-100 _____ 40- _____

Nothing or don't know _____ 40-Y

7c. "The trouble with cigarettes is that they _____"

1-10 _____ 33- _____

11-20 _____ 34- _____

21-30 _____ 35- _____

31-40 _____ 36- _____

41-50 _____ 37- _____

51-60 _____ 38- _____

61-70 _____ 39- _____

71-80 _____ 40- _____

Nothing or don't know _____ 40-Y

7d. "Every once in a while a cigarette tastes unusually good.

With me it's when _____"

1-10 _____ 35- _____

11-20 _____ 36- _____

21-30 _____ 37- _____

31-40 _____ 38- _____

41-50 _____ 39- _____

51-60 _____ 40- _____

Nothing or don't know _____ 40-Y

7e. "I would smoke more if they _____"

1-10 _____ 39- _____

11-20 _____ 40- _____

Nothing or don't know _____ 40-Y

8. How many cigarettes do you usually smoke a day?

1-6 or less _____ 41-1

7-15 (1/2 pack) _____ 2

16-25 (pack) _____ 3

26-35 (1 1/2 packs) _____ 4

36-45 (2 packs) _____ 5

46-55 (2 1/2 packs) _____ 6

56 or more _____ 7

Don't know _____ 8

9. Are you smoking more than you did a year ago, less, or do you

smoke just about the same amount as you did a year ago?

More _____ 9

Less _____ 0

Same _____ X

Don't know _____ Y

ASK FIRST ABOUT COFFEE _____ 42-X

ASK FIRST ABOUT CHEWING GUM _____ Y

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)? (HAND RESPONDENT CARD) Any others?

	a. Coffee	b. Cigarettes	c. Chewing gum
Distinctive _____	42-1	44-1	46-1
Clean _____	2	2	2
Mild _____	3	3	3
Gives you a lift _____	4	4	4
Mellow _____	5	5	5
Rich flavor _____	6	6	6
Cool _____	7	7	7
Has a good aroma _____	8	8	8
Gentle _____	9	9	9
Satisfying _____	43-1	45-1	47-1
No impurities _____	2	2	2
Sweet _____	3	3	3
Relaxing _____	4	4	4
Freshly made _____	5	5	5
Don't ever use (vol.) _____	6	6	6
Other or don't know _____	7	7	7

b. How about a really good cigarette? (RECORD ABOVE) Any others?

c. How about (chewing gum) (a cup of coffee)? (RECORD ABOVE) Any others?

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11a. Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste?

	a. Best taste	b. Worst taste	c. Best filter taste	d. Worst filter taste
Camel	48-1	51-1	54-1	57-1
Chesterfield	2	2	2	2
Hit Parade (Filter)	3	3	3	3
Kent (Filter)	4	4	4	4
Kool (Non-filter)	5	5	5	5
Kool (Filter)	6	6	6	6
L & M (Filter)	7	7	7	7
Lucky Strike	8	8	8	8
Marlboro (Filter)	9	9	9	9
Old Gold (Non-filter)	0	0	0	0
(Filter)	X	X	X	X
Pall Mall	Y	Y	Y	Y
Parliament (Filter)	49-1	52-1	55-1	58-1
Philip Morris	2	2	2	2
Raleigh (Non-filter)	3	3	3	3
(Filter)	4	4	4	4
Salem (Filter)	5	5	5	5
Spud (Filter)	6	6	6	6
Tareyton (Non-filter)	7	7	7	7
(Filter)	8	8	8	8
Viceroy (Filter)	9	9	9	9
Winston (Filter)	0	0	0	0
Other non-filter	50-1	53-1	56-1	59-1
Other filter	2	2	2	2
All menthol (vol.)	3	3	3	3
All filters (vol.)	4	4	4	4
All non-filters (vol.)	5	5	5	5
Don't know	6	6	6	6

b. Which brand of cigarettes do you think has the worst taste? (RECORD ABOVE)

c. (ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN a) Which brand of filter cigarettes do you think has the best taste? (RECORD ABOVE)

d. (ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN b) Which brand of filter tips has the worst taste? (RECORD ABOVE)

12a. Which brand of filter tips do you think has the most effective filter?

	a. Most effective	b. Least effective
Hit Parade	60-1	62-1
Kent	2	2
Kool	3	3
L & M	4	4
Marlboro	5	5
Old Gold	6	6
Parliament	7	7
Raleigh	8	8
Salem	9	9
Spud	61-1	63-1
Tareyton	2	2
Viceroy	3	3
Winston	4	4
Other	5	5
Don't know	6	6

b. Which brand of filter tips do you think has the least effective filter? (RECORD ABOVE)

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes—the tobacco used in the cigarette or the filter?

	a. Tar and nicotine	b. Taste
Tobacco	64-1	5
Filter	2	6
Both equal (vol.)	3	7
Don't know	4	8

b. How about as far as the taste of the filter cigarette goes—which is more important, the tobacco or the filter? (RECORD ABOVE)

14. As you probably know, there are a number of different substances in cigarette smoke; as you understand it, what do filters do—cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through the filter?

Equally on everything	65-1
Cut down on particular things	2
Depends on the filter (vol.)	3
Don't know	4

1001753946

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (HAND RESPONDENT CARD)

Most effective Least effective

Cigarette A—with a greater number of strands in the filter	66-1	67-1
Cigarette B—with a new type of filter material	2	2
Cigarette C—with a longer filter	3	3
Cigarette D—which has special chemicals sprayed on the filter material	4	4
Cigarette E—which has menthol in the filter	5	5
Cigarette F—which has an extra tightly packed filter	6	6
Cigarette G—a two-section filter with different types of material in each section	7	7
Don't know	8	8

b. Which one of the cigarettes on that list do you think would have the least effective filter? (RECORD ABOVE)

16a. Some brands of filter tips have what they call recessed filters—filters made with an air space between the end of the filter material and the actual end of the cigarette; others have flush filters—the filter material is cut off even with the end of the cigarette. Which would you prefer—recessed filters or flush filters?

Recessed 68-1 (Ask 17a) (Ask 17b)
 Flush 2 b) 6
 No difference 3 (Skip to 17) (Skip to 19)
 Don't know 4

b. Why do you prefer (recessed, flush) filters?

Don't know 70-Y

17a. Leaving aside all of the other aspects of filters and how you feel about them—which do you feel does the better job of filtering the smoke, recessed filters or flush filters? (RECORD ABOVE)

b. Why do you think (recessed, flush) filters do a better job of filtering the smoke?

71-

72-

Don't know 72-Y

(IF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a, ASK 18; OTHERWISE, SKIP TO 19)

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Recessed 73-1
 Flush 2
 No difference 3
 Don't know 4

19. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette?

Shorter filter 5
 Less tobacco 6
 Both (vol.) 7
 Don't know 8

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20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarette? (HAND RESPONDENT CARD)

	Most important factor	Filters	Non-filters	No difference or don't know
Better tobacco	11-1	12-1	2	3
Less nicotine	2	4	5	6
Less tar	3	7	8	9
Nicer looking	4	10	X	Y
Better for you	5	13-1	2	3
Less irritating	6	4	5	6
Milder smoking	7	7	8	9
Less expensive	8	0	X (Ask c)	Y (Ask c)
Feel better in your mouth	9	14-1	2	3
Better flavor	0	4	5	6
Easier on your lungs	X	7	8	9
None or don't know	Y	0	X	Y

(ASK ABOUT EACH ITEM ON LIST)

b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference? (RECORD ABOVE)

(DO NOT ASK IF FILTERS MARKED "LESS EXPENSIVE" IN QUESTION 20b.)

c. There is a real possibility that filter cigarettes will soon be less expensive than non-filter cigarettes. If filter cigarettes were less expensive which do you think you would smoke?

Filters _____ 15-1
Non-filters _____ 2
Don't know _____ 3

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21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? (HAND RESPONDENT CARD) (If "yes") Which flavors would you like to try?

Like	
Orange	17-1
Lemon	2
Apple	3
Pineapple	4
Cherry	5
Strawberry	6
Raspberry	7
Peppermint	8
Spearmint	9
Cinnamon	0
Wintergreen	X
Root beer	Y
Dentyne	18-1
Lime	2
Peach	3
Chocolate	4
Vanilla	5
Walnut	6
Coffee	7
Other	8
None	9
Don't know	0

(NON-SMOKERS
SKIP TO 46)

(ALL OTHERS
CONTINUE)

22. What type of cigarette do you smoke most often—filter tips or non-filter tips?

Filters	19-1	(Ask b)
Non-filters	2	(Skip to 27)
Both equally (vol.)	3	(Ask b)
Don't know	4	(Skip to 27)

- b. How long have you been smoking filter tips regularly?

Less than 3 months	5
3 months - less than 6 months	6
6 months - less than 1 year	7
1 year - less than 2 years	8
2 years - less than 4 years	9
4 years - less than 6 years	0
6 years or more	X
Don't know	Y

23. When filters are available, do you ever smoke non-filters?

Yes	20-1
No	2
Don't know	3

24. Which do you really enjoy the most—filters or non-filters?

Filters	4
Non-filters	5
No difference (vol.)	6
Don't know	7

25. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Filters	8	(Ask b)
Non-filters	9	(Skip to 27)
Don't know	0	

- b. Why do you think you would continue to smoke filters?

21-

22-

Don't know 22-Y

26. QUESTION OMITTED

1001753949

27. What brand of cigarettes do you smoke most often?

Camel (Reg.)	24-1	
Chesterfield (Reg.)	2	
(King)	3	(Ask 28)
His Parade (King Fil.)	4	
Kent (King Fil.)	5	
Kool (Reg. M)	6	(Skip to 29)
(Fil. M)	7	
L & M (King Fil.)	8	
Lucky Strike (Reg.)	9	(Ask 28)
Marlboro (King Fil.)	0	
Newport (King Fil.)	X	(Skip to 29)
Oasis (King Fil.)	Y	
Old Gold (Reg.)	25-1	
(King)	2	
(Fil.)	3	
Pall Mall (King)	4	
Parliament (Reg. Fil.)	5	(Ask 28)
(King Fil.)	6	
Philip Morris (Reg.)	7	
(King)	8	
Raleigh (King)	9	
(Fil.)	0	
Salem (Fil. M)	X	(Skip to 29)
Spud (Fil. M)	Y	
Tareyton (King)	26-1	
(King Fil.)	2	
Viceroy (King Fil.)	3	
Winston (King Fil.)	4	(Ask 28)
Other Reg. (Write in)	5	
Other King (Write in)	6	
Other Filter (Write in)	7	
No regular brand	8	(Skip to 29)
Don't know	9	

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated; which brand do you think you would buy?

	28.	29.
	Would smoke	Tried
Kool (Filter)	27-1	28-1
(Regular)	2	2
Newport	3	3
Oasis	4	4
Salem	5	5
Spud	6	6
None	7	7
Don't know	8	8

29. Which of the (other) mentholated filter tip brands have you tried? (RECORD ABOVE)

33a. Now, would you look at this list of advertising slogans and tell me which ones you have ever heard of? (HAND RESPONDENT CARD. READ SLOGAN TO RESPONDENT)

	A.	B.
	Heard of	Not heard of
A thinking man's filter and a smoking man's taste	33-1	
I'd walk a mile for a " " "	2	
Pleasure up	3	
It's what's up front that counts	4	
No filter feedback	5	
The first cigarette which meets the standards of U. S. Testing Company	6	
Live modern, smoke " " "	7	
None	8	(Skip to 34)

(ASK ABOUT EACH SLOGAN MARKED "HEARD OF")

B. What brand of cigarettes uses this slogan? (READ SLOGAN TO RESPONDENT) (WRITE IN BRAND NAME ABOVE)

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? (HAND RESPONDENT CARD) Any others?

To give it a different taste	29-1	To cover up cheaper tobacco	4
To cool off the smoke	2	To improve filtration	5
To give it a fresh taste	3	To ease smoker's throat	6
		Don't know	7

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Better	30-1	(Ask b)
Same	2	(Skip to 32)
Some brands better (vol.)	3	(Ask b)
Some better, some worse (vol.)	4	
Some brands worse (vol.)	5	(Skip to 32)
Don't know	6	

b. Which brands of mentholated cigarettes are better tasting?

Kool (Filter)	31-1	Salem	5
(Regular)	2	Spud	6
Newport	3	None	7
Oasis	4	Don't know	8

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? (HAND RESPONDENT CARD)

Lightly mentholated	32-1	Mild tobacco	4
Really cool tasting	2	Full menthol flavor	5
Mint Flavored	3	None or don't know	6

10017533950

34. Reemmed filters are often advertised as being "Cleaner smoking." What do you think they mean by that—that they are less messy or better for you or what?

Less messy _____ 41-1
Better for you _____ 2
Other _____ 41-
(write in)

35. Are there any brands (besides your regular brand) that you smoke occasionally?

Brand	Brand smoked before	Couple of years from now
Camel (Reg.)	42-1	45-1
Chesterfield (Reg.)	2	2
(King)	3	3
Hi Parade (King fil.)	4	4
Kent (King fil.)	5	5
Kool (Reg. M)	6	6
(Fil. M)	7	7
L & M (King fil.)	8	8
Lucky Strike (Reg.)	9	9
Marlboro (King fil.)	0	0
Newport (King fil.)	X	X
Oasis (King fil.)	Y	Y
Old Gold (Reg.)	43-1	46-1
(King)	2	2
(fil.)	3	3
Pall Mall (King)	4	4
Parliament (Reg. fil.)	5	5
(King fil.)	6	6
Philip Morris (Reg.)	7	7
(King)	8	8
Raleigh (King)	9	9
(fil.)	0	0
Salem (fil. M)	X	X
Spud (fil. M)	Y	Y
Tareyton (King)	44-1	47-1
(King fil.)	2	2
Viceroy (King fil.)	3	3
Winston (King fil.)	4	4
Other Regular	5	XXX
Other King	6	XXX
Other Filter	7	XXX
Other	XXXX	XXXX
None	9	9
No regular brand	0	0
Don't know	X	X

36a. Now going back to your regular brand—what brand did you smoke most often before (brand in 27)? (RECORD ABOVE)

b. Why did you switch from (brand in 36a) to (brand in 27)?

51-
52-
Don't know _____ 52-Y

37. What cigarettes do you think you'll be smoking a couple of years from now? (RECORD ABOVE)

53-
54-
Other _____ 55-
(write in)

38. How long have you been smoking your present brand: (Brand smoked "most often" in 27)

Less than 3 months _____ 56-1
3 months—less than _____ 2
6 months _____ 2
6 months—less than 1 year _____ 3
1 year—less than 2 years _____ 4
2 years—less than 4 years _____ 5
4 years—less than 6 years _____ 6
6 years or more _____ 7
Has no regular brand (vol.) _____ 8
Don't know _____ 9

39a. In a sense everyone is a gambler—every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (HAND RESPONDENT CARD)

	Most dangerous	Least dangerous
Riding in an airplane	57-1	58-1
Taking a trip in a car	2	2
Smoking a pack or more of cigarettes a day	3	3
Climbing in and out of a bath tub	4	4
Going for a long swim in a large lake	5	5
Don't know	8	8

b. Which one is least dangerous? (RECORD ABOVE)

40a. Who would you be most apt to believe if one of these organizations said there was no connection whatsoever between lung cancer and cigarette smoking? (HAND RESPONDENT CARD)

	Believe	Not believe
The Food and Drug Research Lab., Inc.	59-1	60-1
American Cancer Society	2	2
U. S. Department of Health	3	3
American Medical Association	4	4
Sloan-Kettering Research Laboratory	5	5
U. S. Testing Company	6	6
Tobacco Industry Research Council	7	7
Don't know	8	8

b. Which one would you be least likely to believe? (RECORD ABOVE)

41a. Cigarettes are now sold in three different lengths—regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

	Available	Usually buy
Regular	61-1	6
Long	2	7
King	3	8
Has no regular brand (vol.)	4	9
Don't know	5	0

b. (IF MORE THAN ONE SIZE AVAILABLE) What length do you usually buy? (RECORD ABOVE)

1001753951

42a. There are different types of packages on the market—namely, soft packs and the hard box type package. What types of package are available in your brand?

a. Available		b. Usually buy	
Soft pack only	62-1 (Skip to 43)		6 (Ask c)
Hard box only	2		7 (Skip to 43)
Both	3		8 (Ask c)
Has no regular brand (vol.)	4 (Ask b) XXXX		9 (Skip to 43)
Don't know	5		

b. What type of package do you usually buy? (RECORD ABOVE)

c. Did you ever regularly buy your brand in the hard box?

Yes	0 (Ask d)
No	X (Skip to 43)
Don't know	Y

d. What made you start buying your regular brand in the soft package again?

43a. If your brand offered a choice of both hard and soft packages and in all three lengths—regular, long size and king size—what length would you actually prefer to smoke?

Regular	65-1
Long	2
King	3
No difference (vol.)	4
Don't know	5

b. What type of package would you prefer, the soft pack or the box-type package?

Hard pack	6
Soft pack	7
Parliament pack (vol.)	8
Don't know	9

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

The first one is:	Agree	Disagree	Don't know
a. Filter-tip cigarettes are no safer than non-filters	66-1	2	3
b. Filter tip cigarettes use a special blend of tobaccos	4	5	6
c. Cigarettes taste better through a filter	7	8	9
d. Filter cigarettes cause you to smoke more	0	X	Y
e. They could make better filters than they do	67-1	2	3
f. Cigarettes may be harmful, but I'm not going to worry about it	4	5	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm	7	8	9
h. Filter-tip cigarettes use a cheaper grade of tobacco	0	X	Y

45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that we have a long way to go?

About over	68-1
Not over	2
Don't know	3

b. Would you tell me which of the statements on this card applies to you? (HAND RESPONDENT CARD)

I or someone in my immediate family has been out of work at some time during this past year

69-1

While no one in our family has been out of work during the past year, our family income has been less than it was a year ago

2

Our family income was the same this year as it was a year ago

3

Our family income was higher this year than it was a year ago

4

Don't know

5

46a. Now just a few questions for tabulating purposes—are you married or single?

Married	74-1 (Ask b)
Single	2 (Skip to 47)
Widowed or divorced	3

b. Does your (husband, wife) smoke?

Yes	4
No	5
Don't know	6

47. What is the last grade of school you finished—not including special courses like art or secretarial?

No school	7
Grade school	8
High school	9
College	0

1001753952

Saturday, May 20 1961 Sunday, May 21

10017533953

48a. What is your occupation?

a. Respondent	c. Head of household
Top management, top talent, and major professional	75-1 76-1
Administrative, salaried professional, executive	2 2
Owner—small retail store or business	3 3
Technicians, minor administrative, and low supervisory	4 4
White collar, clerical (non-supervisory)	5 5
Skilled worker (trades, training required)	6 6
Worker (no training required)	7 7
Retired	8 8
Unemployed	9 9
Student	0 0
Housewife	X X

b. Are you the head of your household?

Yes 77-1 (SKIP TO FACTUAL)
 No 2 (Ask c)

c. What is the occupation of the head of your household? (RECORD ABOVE)

FACTUAL

Sex	Economic Level
Male 78-1	A 79-1
Female 2	A- 2
	B+ 3
	B 4
	B- 5
	C+ 6
	C 7
	C- 8
	D+ 9
	D 0

Age

18-20 3	
21-24 4	
25-34 5	
35-49 6	
50 and over 7	

Race

White 8	
Negro 9	

Not completed
 Non-English speaking X
 Refused due to non-interest at Question # Y
 (write in)

Respondent's Name: _____

Address: _____ Apt. # _____

Respondent # _____ Interviewer's Initials _____

1001753954

Job No. 995 November, 1958 Number _____ County _____ Place _____ B

1. We are doing a study on how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

Smoke cigarettes _____ 11-1 (Skip to 3)
 Don't smoke _____ 2
 Don't know _____ 3 (Ask 2)

2a. Did you used to smoke cigarettes?

Yes _____ 4 (Ask b)
 No _____ 5
 Don't know _____ 6 (Skip to 21)

b. How long ago did you stop smoking cigarettes?

Less than 6 months _____ 7
 6 months—less than 1 year _____ 8
 1 year—less than 2 years _____ 9
 2 years—less than 3 years _____ 0
 3 years or more _____ X
 Don't know _____ Y

c. What brand of cigarettes were you smoking then?

Camel (Reg.) _____ 12-1
 Chesterfield (Reg.) _____ 2
 (King) _____ 3
 Hit Parade (King Fil.) _____ 4
 Kent (King Fil.) _____ 5
 Kooll (Reg. M) _____ 6
 (Fil. M) _____ 7
 L & M (King Fil.) _____ 8
 Lucky Strike (Reg.) _____ 9
 Marlboro (King Fil.) _____ 0
 Old Gold (Reg.) _____ 13-1
 (King) _____ 2
 (Fil.) _____ 3
 Pall Mall (King) _____ 4
 Parliament (Reg. Fil.) _____ 5
 (King Fil.) _____ 6
 Philip Morris (Reg.) _____ 7
 (King) _____ 8
 Raleigh (King) _____ 9
 (Fil.) _____ 0
 Salem (Fil. M) _____ X
 Spud (Fil. M) _____ Y
 Tareyton (King) _____ 14-1
 (King; Fil.) _____ 2
 Viceroy (King Fil.) _____ 3
 Winston (King Fil.) _____ 4
 Other Regular _____ 5
 Other King _____ 6
 Other Filter _____ 7
 No regular brand _____ 8
 Don't know _____ 9

2d. Why did you stop smoking cigarettes?

15-
 16-
 (Skip to 21)
 Don't know _____ 16-Y

3. Here is a card with a list of different things on it. Would you go down the list and tell me which things you never have or don't have very often? (HAND RESPONDENT CARD)

Coffee _____ 12-1
 Highballs or mixed drinks _____ 2
 Chewing gum _____ 3
 Coke or other soft drinks _____ 4
 Beer or ale _____ 5
 Wine _____ 6
 Candy _____ 7
 Cigarettes _____ 8
 Don't know _____ 9

1001753955

4. Here are some situations in which you might particularly want some of the things on the list.

	Coffee	Gum	High- ball or mixed drink	Coke or soft- drink	Beer or ale	Wine	Candy	Ciga- rettes	None or don't know
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?	13-1	2	3	4	5	6	7	8	9
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?	14-1	2	3	4	5	6	7	8	9
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want?	15-1	2	3	4	5	6	7	8	9
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	16-1	2	3	4	5	6	7	8	9

5. What is it you like about each thing used in 3? What good effects does it have on you? Anything else?

Coffee

17-

18-

Don't know 18-Y

Highball or mixed drink

19-

20-

Don't know 20-Y

Coke or other soft drink

21-

22-

Don't know 22-Y

5. (cont.)

Beer or ale

23-

24-

Don't know 24-Y

Cigarettes

25-

26-

Don't know 26-Y

6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand the word "Butter!" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say, cigarettes?

27-

28-

Don't know 28-Y

1001753956

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking, you just finish it with whatever pops into your head.
 "The best cigarette of the day is the one I have when _____"

29-

30-

Nothing or don't know 30-Y

b. Here's the next one: "I am inclined to smoke more when I'm _____"

31-

32-

Nothing or don't know 32-Y

c. "The trouble with cigarettes is that they _____"

33-

34-

Nothing or don't know 34-Y

d. "Every once in a while a cigarette tastes unusually good. With me it's when _____"

35-

36-

Nothing or don't know 36-Y

e. "The advertising for cigarettes is _____"

37-

38-

Nothing or don't know 38-Y

f. "I would smoke more if they _____"

39-

40-

Nothing or don't know 40-Y

8. How many cigarettes do you usually smoke a day?

6 or less 41-1

7-15 (1 1/2 pack) 2

16-25 (pack) 3

26-35 (1 1/2 packs) 4

36-45 (2 packs) 5

46-55 (2 1/2 packs) 6

56 or more 7

Don't know 8

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

More 9

Less 0

Same X

Don't know Y

ASK FIRST ABOUT HIGHBALL 42-X

ASK FIRST ABOUT SOFT DRINKS. -Y

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (High ball or cocktail) (Soft drink)?
 (HAND RESPONDENT CARD) Any others?

	a. Highball or Cocktail	b. Cigarettes	c. Soft Drinks
Distinctive	42-1	44-1	46-1
Clean	2	2	2
Mild	3	3	3
Gives you a lift	4	4	4
Mellow	5	5	5
Rich flavor	6	6	6
Cool	7	7	7
Has a good aroma	8	8	8
Gentle	9	9	9
Satisfying	43-1	45-1	47-1
No impurities	2	2	2
Sweet	3	3	3
Relaxing	4	4	4
Freshly made	5	5	5
Don't ever use (vol.)	6	6	6
Other or don't know	7	7	7

b. How about a really good cigarette? (RECORD ABOVE) Any others?

c. How about (Soft drinks) (High balls or cocktails). (RECORD ABOVE) Any others?

10017533957

11a. Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste?

	a. Best taste	b. Worst taste	c. Best filter taste	d. Worst filter taste
Camel	48-1	51-1	54-1	57-1
Chesterfield	2	2	2	2
Hit Parade (Filter)	3	3	3	3
Kent (Filter)	4	4	4	4
Kool (Non-filter)	5	5	5	5
(Filter)	6	6	6	6
L & M (Filter)	7	7	7	7
Lucky Strike	8	8	8	8
Marlboro (Filter)	9	9	9	9
Old Gold (Non-filter)	0	0	0	0
(Filter)	X	X	X	X
Pall Mall	Y	Y	Y	Y
Parliament (Filter)	49-1	52-1	55-1	58-1
Philip Morris	2	2	2	2
Raleigh (Non-filter)	3	3	3	3
(Filter)	4	4	4	4
Salem (Filter)	5	5	5	5
Spud (Filter)	6	6	6	6
Tareyton (Non-filter)	7	7	7	7
(Filter)	8	8	8	8
Viceroy (Filter)	9	9	9	9
Winston (Filter)	0	0	0	0
Other non-filter	50-1	53-1	56-1	59-1
Other filter	2	2	2	2
All menthol (vol.)	3	3	3	3
All filters (vol.)	4	4	4	4
All non-filters (vol.)	5	5	5	5
Don't know	6	6	6	6

b. Which brand of cigarettes do you think has the worst taste? (RECORD ABOVE)

c. (ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN a) Which brand of filter cigarettes do you think has the best taste? (RECORD ABOVE)

d. (ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN b) Which brand of filter tips has the worst taste? (RECORD ABOVE)

12a. Which brand of filter tips do you think has the most effective filter?

	a. Most effective	b. Least effective
Hit Parade	60-1	62-1
Kent	2	2
Kool	3	3
L & M	4	4
Marlboro	5	5
Old Gold	6	6
Parliament	7	7
Raleigh	8	8
Salem	9	9
Spud	61-1	63-1
Tareyton	2	2
Viceroy	3	3
Winston	4	4
Other	5	5
Don't know	6	6

b. Which brand of filter tips do you think has the least effective filter? (RECORD ABOVE)

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes—the tobacco used in the cigarette or the filter?

	a. Tar and nicotine	b. Taste
Tobacco	64-1	5
Filter	2	6
Both equal (vol.)	3	7
Don't know	4	8

b. How about as far as the taste of the filter cigarette goes—which is more important, the tobacco or the filter? (RECORD ABOVE)

14a. Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke through. Other scientists say that the filter will have to cut down on everything in cigarette smoke in order to cut down on the particular substances which are harmful. Which of these points of view sounds most sensible to you?

Filter eliminates particular substances	65-1
Filter cuts down on everything	2
Don't know	3

b. In cigarette smoke there is nicotine, tar and also a number of other ingredients. What would you guess accounts for the flavor or taste in cigarette smoke—would you guess it comes from the nicotine, or would you guess it comes from the tar, or would you guess the flavor probably comes from the other ingredients in the smoke?

The nicotine	4
The tar	5
Other ingredients	6
No good taste (vol.)	7
Don't know	8

1001753958

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (HAND RESPONDENT CARD)

	a. Most effective	b. Least effective
Cigarette A—with a greater number of strands in the filter _____	66-1	67-1
Cigarette B—with a new type of filter material _____	2	2
Cigarette C—with a longer filter _____	3	3
Cigarette D—which has special chemicals sprayed on the filter material _____	4	4
Cigarette E—which has menthol in the filter _____	5	5
Cigarette F—which has an extra tightly packed filter _____	6	6
Cigarette G—a two-section filter with different types of material in each section _____	7	7
Don't know _____	8	8

b. Which one of the cigarettes on that list do you think would have the least effective filter? (RECORD ABOVE)

16a. Some brands of filter tips have what they call recessed filters—filters made with an air space between the end of the filter material and the actual end of the cigarette; others have flush filters—the filter material is cut off even with the end of the cigarette. Which would you prefer—recessed filters or flush filters?

16a.	17a.
Recessed _____ 68-1	(Ask _____ 5)
Flush _____ 2	b) _____ 6) 17b)
No difference _____ 3	(Skip _____ 7)
Don't know _____ 4	to 17) _____ 8) to 19)

b. Why do you prefer (recessed, flush) filters?

69-

70-

Don't know _____ 70-Y

17a. Leaving aside all of the other aspects of filters and how you feel about them—which do you feel does the better job of filtering the smoke, recessed filters or flush filters? (RECORD ABOVE)

b. Why do you think (recessed, flush) filters do a better job of filtering the smoke?

71-

72-

Don't know _____ 72-Y

(IF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a, ASK 18; OTHERWISE, SKIP TO 19)

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Recessed _____	73-1
Flush _____	2
No difference _____	3
Don't know _____	4

19. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette?

Shorter filter _____	5
Less tobacco _____	6
Both (vol.) _____	7
Don't know _____	8

1001753959

20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarettes? (HAND RESPONDENT CARD)

	a.		b.	
	Most important factor		Filters	Non-filters
Better tobacco	11-1	12-1	2	3
Less nicotine	2	4	5	6
Less tar	3	7	8	9
Nicer looking	4	0	X	Y
Better for you	5	13-1	2	3
Less irritating	6	4	5	6
Milder smoking	7	7	8	9
Less expensive	8	0	X (Ask c)	Y
Feel better in your mouth	9	14-1	2	3
Better flavor	0	4	5	6
Easier on your lungs	X	7	8	9
None or don't know	Y	0	X	Y

(ASK ABOUT EACH ITEM ON LIST)

b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference? (RECORD ABOVE)

(ASK ONLY IF NON-FILTERS MARKED "LESS EXPENSIVE" IN QUESTION 20b.)

c. There is a real possibility that filter cigarettes will soon be the same price as regular size non-filter cigarettes, cheaper than king size non-filters. If filter cigarettes cost the same as regular size non-filter cigarettes which do you think you would smoke?

Filters 15-11
Non-filters 2
Don't know 3

1001753960

21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? (HAND RESPONDENT CARD) (If "yes") Which flavors would you like to try?

	Like	
Orange	17-1	
Lemon	2	
Apple	3	
Pineapple	4	
Cherry	5	
Strawberry	6	
Raspberry	7	
Peppermint	8	
Spearmint	9	
Cinnamon	0	
Wintergreen	X	(NON-SMOKERS SKIP TO 46)
Root beer	Y	(ALL OTHERS CONTINUE)
Dentyne	16-1	
Lime	2	
Peach	3	
Chocolate	4	
Vanilla	5	
Walnut	6	
Coffee	7	
Other	8	
None	9	
Don't know	0	

22a. What type of cigarette do you smoke most often—filter tips or non-filter tips?

Filters _____ 19-1 (Ask b)
 Non-filters _____ 2 (Skip to 27)
 Both equally (vol.) _____ 3 (Ask b)
 Don't know _____ 4 (Skip to 27)

b. How long have you been smoking filter tips regularly?

Less than 3 months _____ 5
 3 months - less than 6 months _____ 6
 6 months - less than 1 year _____ 7
 1 year - less than 2 years _____ 8
 2 years - less than 4 years _____ 9
 4 years - less than 6 years _____ 0
 6 years or more _____ X
 Don't know _____ Y

23. When filters are available, do you ever smoke non-filters?

Yes _____ 20-1
 No _____ 2
 Don't know _____ 3

24. Which do you really enjoy the most—filters or non-filters?

Filters _____ 4
 Non-filters _____ 5
 No difference (vol.) _____ 6
 Don't know _____ 7

25a. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Filters _____ 8 (Ask b)
 Non-filters _____ 9
 Don't know _____ 0 (Skip to 26)

b. Why do you think you would continue to smoke filters?

21-
 22-
 Don't know _____ 22-Y

26. Would you say you have more confidence in the effectiveness of filters than you did a couple of years ago, or less confidence than you did or would you say you have no more or no less confidence in filters than you used to?

More confidence _____ 23-1
 Less confidence _____ 2
 No more, no less _____ 3
 Don't know _____ 4

1001753961

27. What brand of cigarettes do you smoke most often?

Camel (Reg.)	24-1	
Chesterfield (Reg.)	2	
(King)	3	(Ask 28)
Hit Parade (King Fil.)	4	
Kent (King Fil.)	5	
Kool (Reg. M)	6	(Skip to 29)
(Fil. M)	7	
L & M (King Fil.)	8	
Lucky Strike (Reg.)	9	(Ask 28)
Marlboro (King Fil.)	0	
Newport (King Fil.)	X	(Skip to 29)
Oasis (King Fil.)	Y	
Old Gold (Reg.)	25-1	
(King)	2	
(Fil.)	3	
Pall Mall (King)	4	
Parliament (Reg. Fil.)	5	(Ask 28)
(King Fil.)	6	
Philip Morris (Reg.)	7	
(King)	8	
Raleigh (King)	9	
(Fil.)	0	
Salem (Fil. M)	X	(Skip to 29)
Spud (Fil. M)	Y	
Tareyton (King)	26-1	
(King Fil.)	2	
Viceroy (King Fil.)	3	
Winston (King Fil.)	4	(Ask 28)
Other Reg. (Write in):	5	
Other King (Write in):	6	
Other Filter (Write in):	7	
No regular brand	8	(Skip to 29)
Don't know	9	

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

	28.	29.
	Would smoke	Tried
Kool (Filter)	27-1	28-1
(Regular)	2	2
Newport	3	3
Oasis	4	4
Salem	5	5
Spud	6	6
None	7	7
Don't know	8	8

29. Which of the (other) mentholated filter tip brands have you tried? (RECORD ABOVE)

33a. Now, would you look at this list of advertising slogans and tell me which ones you have ever heard of? (HAND RESPONDENT CARD. READ SLOGAN TO RESPONDENT)

	a.	b.
	Heard of	Not heard of
"_____ filters best	33-1	
Get the honest taste of a	2	
L & M Less tars & More taste	3	
"Better makin's"	4	
New "_____ has America's best		
filter	5	
First with the finest cigarettes through		
"_____ research	6	
Filter, flavor, flip-top box	7	
None	8	(Skip to 34)

(ASK ABOUT EACH SLOGAN MARKED "HEARD OF")

b. What brand of cigarettes uses this slogan? (READ SLOGAN TO RESPONDENT) (WRITE IN BRAND NAME ABOVE)

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? (HAND RESPONDENT CARD). Any others?

To give it a	To cover up cheaper
different taste	tobacco
_____ 29-1	_____ 4
To cool off the smoke	To improve filtration
_____ 2	_____ 5
To give it a fresh	To ease smoker's
taste	throat
_____ 3	_____ 6
	Don't know
	_____ 7

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Better	30-1	(Ask b)
Same	2	(Skip to 32)
Some brands better	3	(Ask b)
(vol.)	_____	
Some better, some	4	
worse (vol.)	_____	
Some brands worse	5	(Skip to 32)
(vol.)	_____	
Don't know	6	

b. Which brands of mentholated cigarettes are better tasting?

Kool (Filter)	31-1	Salem	5
(Regular)	2	Spud	6
Newport	3	None	7
Oasis	4	Don't know	8

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? (HAND RESPONDENT CARD)

Lightly mentholated	32-1	Mild tobacco	4
Really cool tasting	2	Full menthol flavor	5
Mint flavored	3	None or don't know	6

1001753962

34. Reemmed filters are often advertised as being "Cleaner smoking." What do you think they mean by that—that they are less messy or better for you or what?

Less messy _____ 41-1

Better for you _____ 2

Other _____ 41-

(write in)

Don't know _____ 41-Y

35. Are there any brands (besides your regular brand) that you smoke occasionally?

	35. Brand smoked occasionally	36. Brand smoked before regular brand	37. Couple of years from now
Camel (Reg.)	42-1	45-1	48-1
Chesterfield (Reg.)	2	2	2
(King)	3	3	3
Hit Parade (King fil.)	4	4	4
Kent (King fil.)	5	5	5
Kool (Reg. M)	6	6	6
(Fil. M)	7	7	7
L & M (King fil.)	8	8	8
Lucky Strike (Reg.)	9	9	9
Marlboro (King fil.)	0	0	0
Newport (King fil.)	X	X	X
Oasis (King fil.)	Y	Y	Y
Old Gold (Reg.)	43-1	46-1	49-1
(King)	2	2	2
(fil.)	3	3	3
Pall Mall (King)	4	4	4
Parliament (Reg. fil.)	5	5	5
(King fil.)	6	6	6
Philip Morris (Reg.)	7	7	7
(King)	8	8	8
Raleigh (King)	9	9	9
(fil.)	0	0	0
Salem (fil. M)	X	X	X
Spud (fil. M)	Y	Y	Y
Tareyton (King)	44-1	47-1	50-1
(King fil.)	2	2	2
Viceroy (King fil.)	3	3	3
Winston (King fil.)	4	4	4
Other Regular	5	5	XXX
Other King	6	6	XXX
Other Filter	7	7	XXX
Other	XXXX	XXXX	8 (WRITE IN BELOW)
None	9	9	9
No regular brand	0	0	0 (Skip to 37)
Don't know	X	X	X

- 36a. Now going back to your regular brand—what brand did you smoke most often before (brand in 27)? (RECORD ABOVE)

b. Why did you switch from (brand in 36a) to (brand in 27)?

51-

52-

Don't know _____ 52-Y

37. What cigarettes do you think you'll be smoking a couple of years from now? (RECORD ABOVE)

53-

54-

Other _____ 55-

(write in)

38. How long have you been smoking your present brand? (Brand smoked "most often" in 27)

Less than 3 months _____ 56-1

3 months—less than _____ 6 months _____ 2

6 months—less than 1 year _____ 3

1 year—less than 2 years _____ 4

2 years—less than 4 years _____ 5

4 years—less than 6 years _____ 6

6 years or more _____ 7

Has no regular brand (vol.) _____ 8

Don't know _____ 9

- 39a. In a sense everyone is a gambler—every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (HAND RESPONDENT CARD)

	a. Most dangerous	b. Least dangerous
Riding in an airplane	57-1	58-1
Taking a trip in a car	2	2
Smoking a pack or more of cigarettes a day	3	3
Climbing in and out of a bath tub	4	4
Going for a long swim in a large lake	5	5
Breathing the soot and dirt in city air	6	6
Drinking a couple of alcoholic drinks a day	7	7
Don't know	8	8

- b. Which one is least dangerous? (RECORD ABOVE)

40. QUESTION OMITTED

- 41a. Cigarettes are now sold in three different lengths—regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

	a. Available	b. Usually buy
Regular	61-1	6
Long	2	7
King	3	8
Has no regular brand (vol.)	4	9
Don't know	5	0

- b. (IF MORE THAN ONE SIZE AVAILABLE) What length do you usually buy? (RECORD ABOVE)

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42a. There are different types of packages on the market—namely, soft packs and the hard box type package. What types of package are available in your brand?

a. Available	b. Usually buy
Soft pack only 62-1 (Skip to 43) 6 (Ask c)
Hard box only 2 7 (Skip to 43)
Both 3 8 (Ask c)
Has no regular brand (vol.) 4 (Ask b)	XXXX
Don't know 5 9 (Skip to 43)

b. What type of package do you usually buy? (RECORD ABOVE)

c. Did you ever regularly buy your brand in the hard box?

Yes 0 (Ask d)
 No X (Skip to 43)
 Don't know Y

d. What made you start buying your regular brand in the soft package again?

63-

64-

Don't know 64-Y

43a. If your brand offered a choice of both hard and soft packages, and in all three lengths—regular, long size and king size—what length would you actually prefer to smoke?

Regular 65-1
 Long 2
 King 3
 No difference (vol.) 4
 Don't know 5

b. What type of package would you prefer, the soft pack or the box type package?

Hard pack 6
 Soft pack 7
 Parliament pack (vol.) 8
 Don't know 9

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

The first one is:	Agree	Disagree	Don't know
a. Filter-tip cigarettes are no safer than non-filters	66-1	2	3
b. Filter tip cigarettes use a special blend of tobaccos	4	5	6
c. Cigarettes taste better through a filter	7	8	9
d. Filter cigarettes cause you to smoke more	0	X	Y
e. They could make better filters than they do	67-1	2	3
f. Cigarettes may be harmful, but I'm not going to worry about it	4	5	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm	7	8	9
h. Filter-tip cigarettes use a cheaper grade of tobacco	0	X	Y

45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that we have a long way to go?

About over 68-1
 Not over 2
 Don't know 3

b. Would you tell me which of the statements on this card applies to you? (HAND RESPONDENT CARD)

I or someone in my immediate family has been out of work at some time during this past year 69-1

While no one in our family has been out of work during the past year, our family income has been less than it was a year ago 2

Our family income was the same this year as it was a year ago 3

Our family income was higher this year than it was a year ago 4

Don't know 5

46a. Now just a few questions for tabulating purposes—are you married or single?

Married 74-1 (Ask b)

Single 2 (Skip to 47)

Widowed or divorced 3

b. Does your (husband, wife) smoke?

Yes 4

No 5

Don't know 6

47. What is the last grade of school you finished—not including special courses like art or secretarial?

No school 7

Grade school 8

High school 9

College 0

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48a. What is your occupation?

	a. Respondent	c. Head of household
Top management, top talent, and major professional.....	75-1	76-1
Administrative, salaried professional, executive.....	2	2
Owner—small retail store or business.....	3	3
Technicians, minor administrative, and low supervisory.....	4	4
White collar, clerical (non-supervisory).....	5	5
Skilled worker (trades, training required).....	6	6
Worker (no training required).....	7	7
Retired.....	8	8
Unemployed.....	9	9
Student.....	0	0
Housewife.....	X	X

b. Are you the head of your household?

Yes 77-1 (SKIP TO FACTUAL)
 No 2 (Ask c)

c. What is the occupation of the head of your household?
(RECORD ABOVE)

FACTUAL

Sex	Economic Level
Male 78-1	A 79-1
Female 2	A- 2
	B+ 3
	B 4
	B- 5
Age	C+ 6
18-20 3	C 7
21-24 4	C- 8
25-34 5	D+ 9
35-49 6	D 0
50 and over 7	
Race	Not completed
White 8	Non-English speaking X
Negro 9	Refused due to non-interest at Question = Y (write in)

Respondent's Name: _____

Address: _____ Apt. # _____

Respondent = _____ Interviewer's Initials _____

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HIGHLIGHTS OF THE SURVEY

1. The three situations in which cigarettes seem particularly to fit or to be called for are when one is idle or relaxing, when one is under tension, and with or after food (specifically, with a cup of coffee).
2. In fact, as far as attributes or effects are concerned, cigarettes are more like coffee than any other product we asked about. While they differ in that coffee is regarded as less of a habit, less bad for you, and more aromatic, the most interesting "difference" lies in their relative "relaxant-stimulant" qualities--coffee being the stimulant, cigarettes the relaxant.
3. But it is interesting to note that every product asked about which draws a high rating for its stimulating qualities also draws a high rating (although not necessarily equal) for its relaxing qualities. It appears that stimulating and relaxing are two sides of the same coin.
4. While cigarettes are regarded as "bad for you" to a greater extent than the other products we asked about, there is surprisingly little concern about the health aspects of cigarettes.
5. What concern there is in the health area seems largely directed at the avoidance of throat irritation and the consequent search for "mildness," which seems to be a major asset of filters.
6. Cigarette smokers are bothered by the thought that they are

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the victims of habit, but they also regard the habit positively--as a satisfying habit or experience.

7. In fact, with all the negative publicity and even advertising (less tars, less nicotine, etc.) about cigarettes, it is rather surprising that the positive aspects of cigarette smoking are so generally appreciated and talked about.
8. It would appear that there was fertile ground for promoting cigarettes as "a good friend"--a friend that relieves tension, permits one to relax, and is comforting when alone or idle.
9. The current (if not initial) success of filters does not seem to rely on fear of cancer. Mildness, being comfortable to smoke, keeping tobacco out of the mouth, and, one suspects, style seem to be the strong points of filters. Furthermore, a majority of filter smokers have come to actually prefer the taste of filter cigarettes.
10. There is little knowledge or even firm opinion as to what constitutes a good filter or how a filter works.
11. There is still a substantial minority who prefer the recessed filter to the flush. Its asset is keeping nicotine and tars away from the mouth; its drawback is that it is less comfortable and tends to collapse.
12. The study suggests that the trend to mentholated cigarettes will continue--that they fit in with and profit from the desire for less irritation.
13. While there is a general reluctance to try cigarettes with

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non-cigarette flavors in them, there is a fair amount of interest in non-sweet flavors--specifically various types of mints. Traditional candy or ice cream flavors, however, evoke minimum response.

14. That cigarettes are not free of concern over health effects is suggested by the fact that percentage-wise there appear to be fewer smokers today than there were five years ago. The increase in cigarette consumption seems more to result from greater consumption per smoker on the part of a smaller percentage of smokers in a larger total population, than it does from a higher percentage of smokers.
15. While the hard box is undoubtedly a major asset to Marlboro and responsible for much of its success, at the same time Marlboro's close identification with the hard box may be limiting its appeal in an over-all market that is primarily oriented to the soft pack.
16. The best remembered and most correctly identified advertising slogans are the oldest ones and the ones in which the product name is an integral part of the slogan ("I'd walk a mile for a _____").

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A BRIEF DISCUSSION

Note: The following discussion is not intended as a summary in words of what the tables themselves often say so much more quickly and clearly. Nor is it intended as a substitute for the careful reading of the tables themselves.

It is intended only to be a brief discussion of those findings of the study which most impress us. Since it is entirely possible that you might either arrive at different conclusions than we have arrived at or might pick different topics to emphasize, we strongly urge a careful study of the tables.

Certainly there is much detailed information of value in the tables which we have chosen not to mention in this analysis.

OVER-ALL ATTITUDES TOWARD CIGARETTES AND CIGARETTE SMOKING

Part of the subject matter of this study was directed toward specific features of cigarettes, but primarily, the questions were directed toward cigarettes in general, what people like and dislike about cigarettes, what they expect of a brand of cigarettes.

Briefly it would seem that:

1. Cigarettes are looked to as something which both provides and accompanies relaxation.
2. There is resentment about the fact that cigarette smoking is a hard-to-break habit, but at the same time, a feeling that there are positive attributes to the habit.
3. While fear of cancer is certainly present and may well be more pervasive than people's answers indicate, smokers seem to be more preoccupied with the fact that cigarettes make them cough and cause sore throats than with cancer.

With the exception of sleeping and eating, smoking is the most regular and most repeated part of a cigarette smoker's life. Indeed, among the great majority of cigarette smokers, it outstrips sleeping and eating in frequency of

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VIII

repetition. Smoking is therefore looked to as a companion in all sorts of circumstances and occasions--from the peaceful to the crucial.

As one approach to finding out where the habit of smoking "fits" in the consumer's mind, we posed four situations--one of relaxation, one of tension, one of work, and one of recreation--and then gave our respondents a choice of cigarettes, coffee, highball, beer, wine, soft drink, candy, or gum as an accompaniment to that situation. (The list was designed to offer a number of alternatives to cigarettes some of which would appeal to all types and to all ages.) The weakest showing of cigarettes among these items occurred in a situation which is frequently used in cigarette advertising--recreational exercise.

"It's a nice sunny but cool day in November; you have just finished playing some outdoor game which you enjoy. If you could have any one of the things on this list, which one would you choose?"

The choices were as follows: Cigarettes, 28 per cent; coffee, 26 per cent; coke or soft drink, 25 per cent; beer or ale, 13 per cent. Highballs, gum, candy and wine were chosen relatively rarely.

On the other situations, both cigarettes and coffee showed a strong lead over the other choices. In one case, coffee led cigarettes--in a situation which evidently called more for stimulation than relaxation.

"You're working late on a long job, and there is still another hour's work to do; but you take a break for a few minutes before going on to finish."

Here the choices were as follows: Coffee, 47 per cent; cigarettes, 42 per cent; coke or soft drink, 13 per cent. Thus, in a situation which calls for energy, coffee is felt to be more suitable than cigarettes. In a relaxed situation and in a tense situation where relaxation is needed, cigarettes were thought to be more desirable by far than coffee.

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"It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky."

Here the choices were as follows: Cigarettes, 58 per cent, coffee, 15 per cent.

"Supposing you were driving a car and through no fault of your own you narrowly missed hitting a child and as a result were pretty shaken and nervous."

The choices were: Cigarettes, 65 per cent; coffee, 17 per cent.

While these last two situations show a marked difference in the percentages naming cigarettes and coffee, there is throughout this study a striking similarity between the two products in terms of their characteristics and attributes. Cigarettes appear to be more like coffee than any other products asked about. Their primary difference as the latter two hypothetical situations show is in the area of stimulation versus relaxation, with cigarettes being described more as relaxing, coffee more as stimulating.

It is interesting to note, however, that while cigarettes rate very strong as a relaxant and coffee rates very strong as a stimulant, each product also rates high on the opposite effect. This would suggest the possibility that in order to be relaxed one must be stimulated, or, conversely, that relaxation causes stimulation--or possibly that what is relaxing to one person is stimulating to another. The ways in which beer and alcoholic beverages were characterized tends to confirm this inter-relationship between stimulation and relaxation. For example, the No. 1 effect cited for highballs was relaxation, No. 3 was stimulation.

One gets the feeling that stimulation and relaxation are two sides of the same coin, and that while the difference might be a semantic difference, it is more probably a difference in methods to achieve the same end.

If we might be permitted to exceed the data a little bit and make an interpretation of it, we would conjecture that the end result of using either a stimulant or a relaxant was to pull oneself up and get on top of an actual or

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psychological situation. But while one person's approach is to "have a cup of coffee, pull myself up, and get on top of the situation," another person's approach is to "take it easy, relax a minute, and get on top of the situation."

Cigarettes Have Some of the Characteristics of Being a Friend

While it is true that some people say they are more inclined to smoke in social situations, and while smoking to be sociable is more true of women than men, nevertheless, there is evidence that for both women and men cigarettes play a greater role in a lonesome or at least in an alone situation than in a social situation. In response to the sentence completion question "I am inclined to smoke more when I am _____," "nervous" or "tense" was the most frequent reply, but in the aggregate, the next most frequently mentioned replies either said or implied when alone or lonesome--"working, being on the job"; "idle, doing nothing"; "alone, lonesome"; "riding in a car, driving"; "when I can't sleep."

The Thought of a Good Cigarette is Strongly Tied with Food

Cigarettes are thought of as particularly appropriate in periods where relaxation is either needed or being enjoyed. They have a strong tie with food. When asked about a time when a cigarette tastes unusually good or about the best cigarette of the day, almost half of our respondents mentioned the cigarettes they have after eating or with coffee.

When respondents were asked to tell us which words they would use to describe a really good cup of coffee, cigarette, etc., 47 per cent of them mentioned "relaxing" as a desirable aspect of cigarettes. Even more of them mentioned that a cigarette should be satisfying--54 per cent, and more people felt that this was an important aspect of cigarettes than felt it was necessary to coffee, gum, highballs, or soft drinks.

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People Resent the Habit Forming Character of Cigarette Smoking

This demand for satisfaction from a cigarette serves as an indication of the two-edged nature of the attitude toward cigarettes. In comparison to the other products we asked about, cigarettes were the most frequently thought of, but more negatives also were thought of in connection with cigarettes than in connection with the other products. When asked what they liked about cigarettes, 11 per cent volunteered negative aspects whereas only 3 per cent volunteered them for coffee, 2 per cent for highballs and 4 per cent for beer.

Certainly the negative aspects for cigarettes are not unique. People eat chocolate butternut sundaes for the taste. At the same time, they recognize that the calories are inevitably going to make additions to their already expanded figures. And so with cigarettes. It is people who are cigarette smokers who are telling us that cigarette smoking is a bad habit. On a free association question about the word "cigarettes," 17 per cent mentioned definitely positive associations. And only 7 per cent mentioned negative associations. But what we should point out is that they are somewhat more inclined to be conscious of the negative aspects of cigarette smoking than they are of the bad effects of other products.

There seems to be some resentment about the fact that cigarette smoking is habit forming. When asked what the trouble with cigarettes was, 24 per cent mentioned that they were habit forming--a bad habit. Twenty-two per cent mentioned that they were physically harmful; and 16 per cent complained about the expense of smoking. Only 5 per cent insisted that there was no negative effect. Again, on a question which asked respondents to complete the sentence "I would smoke more if they would _____," 27 per cent stoutly maintained that they wouldn't and couldn't smoke any more.

But one group of people would smoke more if cigarettes were not as expensive as they are. Seventeen per cent said they would smoke more if they were cheaper, and on another question, as mentioned, 16 per cent said the trouble

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with cigarettes was that they cost too much.

But probably more pertinent in today's shifting cigarette market is the evident dissatisfaction with the irritation that cigarettes cause. Some years ago on a study we asked respondents what the word "mildness" meant to them. Sixty-six per cent said that it was "easy on the throat," and 37 per cent said that it was "mild tasting." Mildness was considered more important than flavor in describing a really good cigarette.

This brings up the question of how much this complaint about the irritation cigarettes cause is due to fear of cancer and how much of it is concerned with the day-to-day throat and respiratory troubles which are felt to be caused by cigarette smoking. Certainly the stated attitudes of smokers in previous studies and particularly in this study would indicate to us that the day-to-day conscious irritations caused by cigarette smoking are a more important factor in attitudes toward types of cigarettes than is the fear of cancer. We should explain clearly that this does not mean that we feel that we have measured, in this study or in any previous study, the actual extent of the effect of the cancer scare. Nor can we say that when someone complains about the irritation in cigarettes that they are not really talking about cancer. What we do want to say, however, is that we feel that the conscious irritations caused by smoking are perhaps more potent factors in the search for a perfect brand of cigarettes than is the fear of cancer. And that these surface irritations have a strong effect as a reason for a switch to filters and quite possibly to Mentholated filters.

While we have dealt here at some length with the negative aspects people see to smoking, and with their annoyance over the fact that they are the victims of habit, possibly the most significant result of the survey in this area is that smokers found no more negatives to cigarette smoking than they did, and in fact, found far more to say in favor of cigarette smoking than against it. Despite all the publicity about the harmful aspects of smoking which has been

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accompanied by almost no publicity on the virtues of smoking, and despite the fact that much of the cigarette advertising itself has inferred that cigarettes have harmful qualities (through the device of saying that a certain brand of cigarettes has "less tar, less nicotine, no filter feedback, etc.,") more smokers volunteer favorable aspects of smoking than negative aspects. In answer to the question, "What comes to your mind when I say 'cigarettes'" (a question which does not specifically solicit either favorable or negative comments), well over twice as many of the comments that could be classified one way or the other were favorable as were unfavorable.

To this point in this discussion we have dealt with specific aspects of that part of the survey which dealt with what might loosely be termed "the psychology of smoking." Before turning to other points of the study which are concerned with more specific but possibly less fundamental questions, let us attempt to summarize our over-all analysis of what the survey has learned with regard to "why people smoke, what's good about it, what's bad about it."

Summary

While it is true that more people see harm in cigarettes than in the other products we explored, and while it is true that people are bothered by the fact that they are caught up in a habit where cigarettes are concerned more than where any other product asked about is concerned, nevertheless, the fundamental finding seems to us that people see in this habit much that is good and they are more inclined to talk about the favorable side of smoking than the negative side. They see in smoking a relief from tension (which is admittedly a positive factor arising out of a negative situation), they view cigarettes as a logical complement to eating and drinking, both of which are positive in themselves; they see cigarettes as an aid to, as well as a companion to, relaxation. Or, if our previous analysis of the inter-relationship of stimulation and relaxation is correct, cigarettes, through the device of relaxing, provide the lift that people are

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inherently looking for with either a stimulant or a relaxant. People seem to perceive cigarettes as a friend in time of need and as a companion in the absence of other friends. Despite a certain underlying concern about the possible harmful effects of smoking and the uncomfortable feeling of being a victim of habit, cigarette smokers nevertheless view cigarette smoking as a positive satisfaction and it would seem to us that any promotion of the positive aspects of smoking would be received favorably rather than viewed skeptically.

CIGARETTE CONSUMPTION

Although industry figures show cigarette consumption is up, we can find as yet no evidence that an increased percentage of the adult population is smoking cigarettes. What evidence we do have from our own and other studies would indicate that the growth in consumption is accounted for by a combination of an increase in population and of increased consumption per smoker.

In August, 1953, our study reported that 47 per cent of adults smoked a pack or more of cigarettes per week. In June of '54, it was 46 per cent; and, in this study, the figure is 41 per cent. Because of the technical difference in the handling of this questionnaire, there are indications that perhaps the 41 per cent may be somewhat low--by one or two points. A Gallup survey in July, 1957, reported a figure of 42 per cent down from 49 per cent in 1954. Figures provided by the Home Testing Institute surveys show 45 per cent in August, 1954, 43 per cent in October, 1955, and 43 per cent in February, 1956. The different surveys presented the question about smoking in a slightly different way, and they are therefore not strictly comparable. The fact remains that none of them, however, point to a rise in the percentage of smokers following the decrease which evidently took place in late '54 and early '55.

On the other hand, total domestic cigarette consumption is up. The Wooten figure for 1954 was 374 billion. For this year, he reported 430 billion.

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One factor is, of course, the increase in total population. However, even if we apply a figure of 43 per cent to the present adult population, we find that the actual number of smokers remained constant; and therefore, consumption per smoker must be up. Tending to confirm this is our own figure for per capita consumption. In 1954, the average reported in our study was 19.3 cigarettes per day. In this study it is 20.16 cigarettes per day.

We must hasten to point out that this cannot be taken as an accurate figure because it does not project to the Wootten figures and does in fact contain a larger error than we had in previous studies. What we are always up against in getting answers to this question is that most of the people think of themselves as smoking "a half a pack a day," or "about a pack a day." In order to project to Mr. Wootten's figures with exactitude, they would have had to tell us that they smoke an average of "23.75" cigarettes a day--not "about a pack." But it nonetheless appears that per capita consumption may have increased. This shows up both in the fact that the average reported is up from 19.3 to 20.16 and also in the fact that, while 18 per cent say they are smoking less than they did a year ago, 18 per cent (and 27 per cent of those who smoke over a pack a day) say they are smoking more than they did a year ago.

Again, we must emphasize that the limitations of the questions asked and the limitations of statistical reliability in the sampling technique prevent us from drawing any firm conclusions. We do feel, however, that we should at least suggest that the increase in consumption may not mean a corresponding increase in the percentage--or even number--of smokers.

ATTITUDES TOWARDS DIFFERENT TYPES OF FILTERS

There is little agreement as to what a filter should be.

In an effort to establish a basis which would be logical to the consumer for explaining the technical aspects of today's filters and the possibility of a

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selective filter, we asked a series of questions about taste, flavor and specific types of filters and the effects of filters on tastes. The answers to these questions would indicate that there is considerable conflict in the public's mind at this point. They divide almost equally when asked whether it's the tobacco or the filter which is more important in reducing the amount of tar and nicotine that you get from cigarettes. And while two-thirds of them feel that tobacco is most important as far as taste goes, they don't follow through on this by saying that an effective filter cuts down on taste.

Only one out of ten say that taste comes from tars

In fact, half of the smokers seem to feel that the taste in cigarettes comes from neither the nicotine nor the tars, but from other ingredients. Forty-five per cent said that taste comes from other ingredients in the smoke, 27 per cent from the nicotine, and 10 per cent from the tars.

There is confusion about the possibility of a selective filter

One of our questions posed the same problem in two different ways. Of one half of the sample we asked

"As you probably know, there are a number of different substances in cigarette smoke. As you understand it, do filters cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through it?"

Of a matched sample we asked the question in a different way, injecting the opinion of scientists and describing the particular substances as "harmful."

"Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke come through; other scientists say that the filter will have to cut down on everything in the smoke in order to cut down on the things that are harmful. Which of these points of view sounds most sensible to you?"

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Form B ("Scientists" and "Farmers")	
Form A	added
%	%

Filter cuts down on everything 20 51

Filter cuts down on particular things 59 33

Depends on the filter
(volunteered) 5 -

In asking this question, we were doing something which is always risky, posing a hypothetical question about an unknown situation. The fact, however, that there is a significant difference between the figures in both cases rather than a random split in the answers, would indicate to us one possibility is that the difference in the answer was not one of pure chance; that while people would actually prefer a selective filter, they are much less sure that such reality is available. When asked about what one cigarette they smoked in terms of what they would smoke and what they would smoke, when the availability of a selective option was indicated, it would seem that they reached more or less that on their feelings and felt that a selective filter was a more desirable possibility.

There are other possible explanations of the difference in results to these two versions of the question. For example, the Form A version uses the phrase, "there are a number of cigarette substitutes in cigarette smoke." This is implied in the Form B version but not explicit. It is conceivable that someone's perception of a "number of cigarette substitutes" caused people to feel it is probable that they are going to be torn on uncertainty and, hence, caused people to say that some thing would come through more than others. Furthermore, there is the matter of the order in which the alternatives are presented. On the Form A version, selective filtration was the second alternative as well as

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the alternative that won. On Form B, uniform filtration was the second alternative--and the alternative that won.

But while it is not clear just why one form produced the one answer and the other form produced a reversal, the meaning of the two conflicting sets of results is clear. Having properly phrased questions is extremely important as we well know. However, our experience has been that variations in question wording can have only a few percentage points effect on results when the question that is being asked concerns strongly held beliefs or widely known facts. Only when there is little, if any, knowledge and/or lightly held or extremely vague opinions can question wording cause major differences in the results. Hence, it is clear from this reversal that people's knowledge about how filters operate is almost non-existent, and their opinions are so vague as to be easier to affect than to measure. A second implication of this reversal follows from this; namely, that people would seem to be receptive to a convincing sounding story on either side of the fence--providing, of course, there was not an equally convincing story for the opposite theory.

What agreement there is on filters shows more interest in quantity than type of filter material.

To pursue this problem of what makes sense in filters to the public, we asked which of the following six types of filters would be most effective:

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Most effective filter:

Cigarette A--with a greater number of strands in the filter

20

Cigarette G--a two-section filter with different types of material in each section

18

Cigarette F--which has an extra tightly packed filter

16

Cigarette C--with a longer filter

12

Cigarette B--with a new type of filter material

7

Cigarette E--which has material in the filter

6

Cigarette D--which has special chemicals sprayed on the filter material

3

Don't know or no answer

10

As can be seen, while quantity (the greater number of strands, extra tightly packed filters and the long filter) drew in most a majority of votes, there is also a relatively wide distribution of opinion among the various filters with a substantial group saying that two types were better than any one type. The one which would evidently be hardest to believe would be with special chemicals sprayed on the filter. In fact, our interviewers reported that a number of respondents volunteered that this was a disastrous idea. The poorest type of filter was felt to be the one which would depend on material. When we asked which would be least effective, 23 per cent selected the one with material and 20 per cent selected the one with special chemicals. We suspect that 19 per cent suggested the "cheapest material" reason that "smoke is out--the more the cigarettes--for example." One respondent who had been so thoroughly rejected, commented upon our report that he had been so thoroughly rejected.

Our overall conclusion about these attitudes towards filters would then be that there is considerable difference in opinion and probably few sharply

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formed opinions about filters as yet. People have confidence in them--one-third of them said that they had more confidence than they did a few years ago. They are inclined to believe that their own filter is a good one. But the scattering of opinion and the fact that we could get such a definite reversal by changing the wording of a question would indicate to us that they are not very sure of exactly what they think.

THE RECESSED FILTER

This study shows, as before, that recessed filters are in a strong position for the market that is interested in filter effectiveness, and that they are preferred by a substantial minority of the market. On the other hand, to the market interested in filters only for their convenience, recessed filters are much less preferable than flush filters.

The majority of smokers and the majority of filter-tip smokers prefer the flush filter. But there is a continuing and a substantial minority (in this study, 24 per cent) who, given the choice, would like a recessed filter. This 24 per cent is lower than it is when people actually have a chance to try recessed. In the Parliament Study, of those who were given both flush and recessed tip for testing 33 per cent preferred flush and 39 per cent said they liked recessed. When they were given only recessed filters for testing, 51 per cent said they liked recessed. In this study the figures were: prefer flush--1 per cent; prefer recessed--24 per cent; no difference--16 per cent; don't know--19 per cent.

In considering the relative desirability of the two filters, it is important that the preferences for recessed filters seems to be based on the fact that the filter design results in keeping more tars and nicotine out of the smoker's mouth. Preference for flush filters is largely based on habit and comfort, it "feels better in the mouth," and is "less likely to crush" or

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"collapse." The basic determinant does not seem to be actual removal of solids from the smoke. More people volunteer that the flush filter is effective--10 per cent compared to 1 per cent for the recessed filter. But when the question of preference is based on effectiveness alone, preference for the recessed drops only 5 points to 19 per cent, whereas preference for flush drops 13 points to 28 per cent.

These findings show little, then, that would change the conclusion that we drew from the previous study--that although recessed filters are not the preference of the majority, they are definitely attractive to a substantial minority.

Since preference for flush filters tends to be based more on comfort and habit, experience with recessed filters could be expected to overcome some of these objections. In the recent trend toward increased effectiveness, recessed filters have been in a good position. If there should, however, in the future, be a general agreement that filter tips actually were not better for your health, recessed filters could be expected to suffer more than flush filters whose recommendations are comfort and convenience, the same factors referred to by those who would continue to smoke filters in any case.

THE COST OF CIGARETTES

Cost is a frequently mentioned objection.

Although not as consistently mentioned as the irritations resulting from smoking, cost is one of the objections to cigarettes. When asked what would have to happen to make people smoke more, 17 per cent mentioned cost. And when asked what they didn't like about cigarettes, 16 per cent mentioned cost. When these two indications are taken together it would appear that any lowering in price could expect to result in increased consumption. This is borne out by people's answers to a special question we asked on the cost of filter-tip cigarettes.

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Lower filter price would result in some increase in filter sales

One of the items in our comparison series between filters and non-filters was "less expensive." We asked two special questions of those who felt that non-filters were less expensive than filters. We told half our sample that filter cigarettes might soon be the same price as non-filters. Fourteen per cent of regular size smokers and 11 per cent of king-size smokers said that if this were true, they would switch to filters. The other half of the sample was told that filter cigarettes might soon be less expensive than non-filters. Here, 12 per cent of regular size smokers and 11 per cent of king-size smokers said that they would switch to filters. It would seem to us that these results indicate a reduction in price would certainly cause some increase in sales.

MENTHOLATED CIGARETTES

While there seems to be no wholesale rush toward mentholated cigarettes among the market in general, there are indications that it would be logical to expect continued gains from this group over the next few years unless some real diversionary action takes place.

As a type, mentholated cigarettes show the strongest rate of gain in the last year. Fifteen per cent or one out of 7 of those who have been smoking their present brand for less than a year are smoking a mentholated brand. It can be seen from the summary table below that the trend to filters and king-size showed some decrease, while both regulars and mentholated brands were gaining.

	Total smokers	Respondents who have been smoking their present brand for				
		less than 1 year	1 year 2 years	2 years 4 years	4 years 6 years	6 years or more
<u>New smokers:</u>						
REGULAR	33	12	10	16	23	68
KING	16	13	15	14	23	18
FILTER	42	57	62	63	48	11
MENTHOLATED	7	15	12	7	6	3
NO REGULAR BRAND OR NO ANSWER	1	2	-	*	*	*

*Less than .5 per cent

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Brand by brand, Newport and Oasis show some gains, but it is Salem that has been chiefly profiting from this trend. The rate of switching to Kool remains relatively steady.

A lot of people have tried mentholated brands

Thirty-nine per cent of the smokers reported that they had tried Kool filters and 34 per cent reported that they had tried Salem. Only 18 per cent said that they had tried none of the mentholated brands.

Mentholated cigarettes are thought to be less irritating

Better than half of our respondents say that Menthol is put in cigarettes to ease smoker's throat, and as we mentioned above, throat irritation is a pre-occupation of many smokers.

A substantial group think they have improved

While 33 per cent said that they didn't know whether mentholated cigarettes were better tasting than they used to be or not, and 43 per cent felt that they were the same, 20 per cent said they were better.

The trend is to light menthol

Mentholated smokers are relatively more prone to mention flavor when describing the perfect cigarette than are either king-size or filter-tip smokers. However, "lightly mentholated" is favored by 35 per cent as a quality of a good menthol cigarette, and only 14 per cent say that they should have "full menthol" flavor. Thus, the newer brands would seem to fit in with the trend.

Salem fits in with the trend

While Kool still seems to attract the majority of non-mentholated casual purchases, Salem is a strong second among this group, and is first as a mentholated filter and with filter smokers. Its regular smokers tend to be women--the very young and the middle age group. They are more popular in the South than

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in other regions and with light smokers, and they are picking up most of the customers from former non-menthol filter smokers.

Only a few are suspicious of the tobacco quality in mentholated cigarettes

Since there was a question as to whether there was a general suspicion that the menthol in cigarettes was used to cover up cheaper tobacco, the study explored the subject. The evidence would indicate that while a minority do believe this is true, it is a small minority.

Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? Any others?

Asked of respondents who smoke cigarettes-- 41% of total sample	
	7
To ease smoker's throat	54
To cool off the smoke	28
To give it a different taste	26
To give it a fresh taste	23
<u>To cover up cheaper tobacco</u>	<u>9</u>
To improve filtration	2

A majority feel that menthol in cigarettes is designed to ease smoker's throat. Since this avoidance of irritation is known to be important to a substantial number of today's smokers, we would expect the recent growth of mentholated cigarettes to continue, at least for the foreseeable future.

Other Flavors for Cigarettes

Because of the growth of menthol cigarettes recently, it was decided to ask an experimental question to see if there was any substantial degree of interest in various other types of flavors for cigarettes. People were presented with a list of some dozen and a half flavors and were asked if they would like to

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try smoking cigarettes with any of these flavors in them. Not surprisingly, in view of the still small percentage who smoke menthol cigarettes, about 3 out of 4 ^{p. 120} _{vol 2} rejected all of the flavors and, in effect, said they wanted only tobacco flavor in cigarettes. However, 1 out of 4 evidenced interest in one or more of the flavors. All of the more popular flavors were relatively non-sweet flavors. The ice cream and fruit flavors (cherry, chocolate, lime, etc.) evoked minimal interest. Highest on the list were various mint flavors: peppermint, spearmint, wintergreen. Also high on the list were coffee (the product which other parts of the survey showed to be most like cigarettes) and Dentyne.

Just how to interpret these results is a matter of judgment. The percentages for any one flavor are small on an absolute basis, but are relatively large as compared with current menthol volume. A somewhat surprising 1 out of 4 ^{p. 120} _{vol 2} showed interest in the rather revolutionary idea of flavored cigarettes, but on the other hand, they only said they would "be interested in trying" such a cigarette--not that they would be certain to switch to such a cigarette. *negative*

KENT SMOKERS

Kent is growing but vulnerable

While Kent's growth has been spectacular over the last year, there are a number of indications that they have the least loyal customers. On the question which asked, in effect, "If filter cigarettes were proved to be no better for your health, would you switch back to non-filters?" Kent smokers were more likely than smokers of other brands to go back to non-filters--15 per cent as compared to a total of 10 per cent for all filter-tip smokers. Only 47 per cent of Kent smokers said that they expected to be smoking Kents a couple of years from now as compared to 55 per cent of L & M smokers, 57 per cent of Marlboro smokers, and 57 per cent of Winston's smokers. *1001753988*

THE MOLINS BOX AND LONG SIZE

A substantial group of people like the Molins box, but the length of the cigarettes in the Molins box is much less popular

In a series of questions which asked not only which type of package people used and which they would use if they had free choice (and the length they preferred), 31 per cent said that the Molins type box would be their preferred package, but only 10 per cent said that they would definitely prefer long size.

But "long" size is not understood

Actually, there is considerable confusion about long size. Many people think of long size as king size, and many think of it as regular size. It has not become established in the mind of a great majority of the smoking public as a special length. Evidence of this is the fact that, although we asked what length of cigarette people smoked, at the same time we asked what brand they smoked. It took the answers to two further questions "what type of package do you buy--the hard box or the soft package?" and "there are three sizes--long size, regular size and king size. Which do you usually buy?" before we could correctly identify just which size of cigarette people smoked in the case of brands where a choice of size was available.

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Preference is high among people who have tried the box, but one out of four reject it

The 31 per cent quoted above was the general preference answer from all smokers, whether or not they actually tried or had the opportunity of buying the hard box. Evidently, preference for the hard box is higher when people have actually tried it. In the Parliament study, where we gave respondents an opportunity to use the hard box, 3 out of 4 rather than 1 out of 3 said they liked the hard box better. And, in this study, only 1 out of 4 of those people buying their brand in the soft package said they had tried the hard box and rejected it.

Marlboro sales may be somewhat limited by its nearly total identification with the flip-top box.

It would certainly seem that Marlboros are more closely identified with the Molins type package than other brands where a choice is offered. Our classification of the type of package used by the smokers in this study would indicate that whereas Marlboro sales are heavily in the Molins type package, this is not true of other brands where a choice of package is offered. According to our figures, Kent evidently sells almost 4 times as many cigarettes in soft packages as in hard boxes; Philip Morris almost 3 times as many in soft packages as in hard boxes; Winston perhaps 10 times as many. These ratios are based on low figures and a resultant high margin of error, but the difference between Marlboro and other brands is nonetheless clear. In sum, it would seem to us that while the Molins type package is certainly well liked by a substantial proportion of the market--well enough liked so that Marlboro undoubtedly has gained many customers through featuring it--it may be true at this point that the job has been done as far as the Molins package is concerned, and that it might broaden the appeal of Marlboro if the availability of Marlboro in the soft package were better known.

CIGARETTE ADVERTISING

One of our sentence completion questions was:

"The advertising for cigarettes is"

Eighteen per cent gave answers which indicated that they liked the advertising, and 43 per cent gave answers that indicated that they definitely disliked it. But only 12 per cent of this 43 per cent felt it to be untrue or obnoxious. The balance of feeling was either that it was overdone or confusing.

Slogans

One other question which was specifically concerned with advertisements was the one on cigarette slogans. The summary table below shows, in the

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first column, the percentage of total recall, among smokers. The second column shows the percentage of the total who correctly identified the brand which the slogan advertised. The third column shows the percentage of those recalling the slogan who also correctly identified it.

	Recall of slogan	Identify brand correctly	Per cent of those who recall who also can identify brand
	%	%	%
"I'd Walk a Mile....."	90	82	91
"Live Modern"	86	62	72
"Filter Flavor....."	84	47	56
"Thinking Man's Filter....."	71	39	54
"Less Tars, More Taste"	65	36	56
"It's What's Up Front That Counts"	55	24	41
"_____ Filters Best"	55	14	26
"Get the Honest Taste of a"	45	17	39
"No Filter Feedback"	40	9	22
"First with Finest Cigarette"	38	2	5
"The first cigarette which meets the standards of the U. S. Testing Company"	36	3	9
"New _____ has America's Best Filter"	32	1	4
"Pleasure Up"	29	2	6
"Better Makin's"	20	1	6

As indicated, the long time "I'd walk a mile for a Camel" still remains most firmly imprinted in the public consciousness. But two relatively recent slogans, "Live Modern" and "Filter, flavor, flip-top box" are also familiar to - out of 5 people, although the brand recognition, particularly with Marlboro is not nearly so great. Some explanation for the relatively poor performance of the Marlboro slogan in comparison with L & M's "Live Modern" may be found in a

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As a matter of policy--and for sound reason we feel--we always precede every analysis with a caution to the reader which implies him to read the tables as well as our written discussion, for he may well find things of significance in the tables that either we have chosen not to mention, or else, because of our different "manage policy," to which we did not attach any particular significance. The nature of this study causes us to end our discussion on this same note as well as to begin with it. While there were many specific concrete questions investigated in this study, the study was essentially considered as an exploratory, "looking-to-the-future," almost "pure research" kind of study. We have done our best to assess the specifics of the study--particularly those that bear on the over-all reasons for smoking, its gratifications, its drawbacks, and to draw some over-all useful conclusions. But the number of specifics were great enough and the individual results are interesting enough so that it is almost certain that people with a more intimate knowledge of the cigarette business and a more immediate concern with its welfare can add to the value of our analysis.

Conclusion

First, the full slogan is usually "Live Modern, Smoke an L. M." high brand identification because of the fact that both in the single and in at all. In this connection, we would speculate that "Live Modern" received a status the whole sentence and thought, the slogan tends not to get off the ground walk a mile for a "without automatically adding "Came," but where the name than one where the name is not a part of the slogan. It is hard to say "I would theory that a slogan in which the name is an integral feature is inherently better action of Kent with "_____ filters best" does not depreciate the validity of the exception of "Kent filters best." However, it seems to us that the low identification of the other brands in which the name is an integral part of the slogan--with the slogan, identification is higher. This effect is also evident in the case of fact which has been evident in other studies. When the brand name is built into

As stated in the note preceding this analysis, we have not attempted to cover every point raised by the detailed cross tabulations of the data which are presented in the tables which constitute Volume II of this report. What we have tried to emphasize in the discussion are the points which seem to us to be of the greatest general or over-all interest and importance--particularly points whose significance depends on the answers to more than one question.

In the summary tables which follow this discussion, we have presented

- 1) the answers to certain questions which have not been taken up in the discussion and
- 2) the answers to certain other questions which will be of interest as background to points raised in this discussion.

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HOW THE SURVEY WAS CONDUCTED

Since the purpose of this study was to take a look at people's attitudes about cigarettes generally, and more specifically their thoughts about cigarette smoking, cigarette length, cigarette filters, and to some extent present cigarette advertising, it was felt that an area type sample done on a national scale would provide the most authentic distribution of respondents between smokers (at least a pack a week) and non-smokers, and by the various cigarette brands available. Five thousand (4992) interviews were done with men and women eighteen years of age and over, of which 2064 turned out to be cigarette smokers. ✓

Because the questionnaire, in its final form consisted of some 50 questions, it was decided to split-sample several of the questions and have two forms of the questionnaire in order to reduce the over-all asking time. "Form A" of the questionnaire differs from "Form B" only on seven questions. These differences are explained below:

Question 11 is the same on both forms of the questionnaire except that on Form A we ask about "coffee," "cigarettes," and "chewing gum," and on Form B about "high ball," "cigarettes," and "soft drinks."

Question 14 is worded somewhat differently on both Form A and B. It is a single question on Form A and a two-part question on Form B.

Question 20 takes the same form on both questionnaires but part "c" of this question is worded differently on Forms A and B.

Question 26 is omitted on the Form A questionnaire.

Question 33 uses a different list of advertising slogans on each form of the questionnaire, but the question structure is identical.

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XXXII

Question 39 differs on both forms only insofar as two extra potentially "dangerous" situations have been added to the list on Form B of the questionnaire.

Question 40 is omitted on the Form B questionnaire.

Interviewing was started on November 6, 1958, and the majority of it was completed by November 16, although some quotas were not completed until the 22nd.

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Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee, cigarettes, chewing gum, highball or cocktail, soft drinks)? (Card shown respondent)

These figures have been pro-rated leaving out those respondents who answered "Don't ever use. Other, Don't know" or gave no answer when asked about one of the products.

	Cigarettes	Cup of coffee	Chewing gum	Highball or cocktail	Soft drinks
Number of respondents	1938 (100%)	926 (100%)	699 (100%)	579 (100%)	864 (100%)
DISLIKE	3	3	+	3	2
LOVE	+	3	23	3	5
MILD	33	5	+	1	3
OTHER YOU A LIKE	2	33	5	33	24
VERY	+	+	3	1	+
FLAVOR	20	13	37	13	14
GOOD	+	*	5	10	14
WAS A GOOD ABOUT	10	5	7	+	+
CRISP	3	+	+	3	3
SMOOTH	4	33	13	3	33
NO EXPRESSION	+	+	3	+	3
SWEET	+	3	13	3	33
FLAVORING	+	23	13	+	24
PROPER NAME	+	3	+	+	+

* Less than 1 per cent

Notes: Percentages add to more than 100% because

some respondents gave more than one answer.

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What is it you like about (cigarettes, coffee, highballs or mixed drinks, beer or ale, coke or other soft drinks)? What good effects does it have on you? Anything else?

Note: The answer categories for the various products asked about in this question are not exactly comparable. As a result, there are a number of blanks in the columns which concern the specific products. However, since so many of the over-all categories are the same, it was felt that this summary table of the answers about the different products would be useful.

	Cigarettes	Coffee	Highballs or mixed drinks	Beer or ale	Coke or other soft drink
LIKE THE RELAXING EFFECT	47	22	36	22	6
Relaxes you; relaxing	24	13	30	21	4
Calms, steadies nerves	21	6	2	2	1
Comforting; soothing; calming	3	1	1	3	1
Other (like the relaxing effect)	1	1	1	1	1
HABIT	27	11	1	1	1
TASTE, FLAVOR	11	27	13	11	11
SOMETHING TO NOW BREAK UP DAY, MORNING UP DAY	1	1	1	1	1
LIKE IT	12	12	13	12	12
Please; I enjoy; like it	12	12	13	12	12
Makes you feel good, better, happy	1	1	1	1	1
SATISFYING; SATISFYING	1	1	1	1	1
LIKE THE STIMULATING EFFECT	1	1	16	1	16
Keeps you awake; wakes, pepes you up	1	1	1	1	1
In morning	1	1	1	1	1
Moves you a lift; a pick-me-up	1	1	1	1	1
Stimulates your spirit; lifting	1	1	1	1	1
Warms you up; keeps you warm	1	1	1	1	1
Makes you lively	1	1	1	1	1
Other (like the stimulating effect)	1	1	1	1	1
GOOD WITH FOOD; AFTER MEALS; WITH COFFEE	2	1	1	1	1
FILLS YOU UP BETWEEN MEALS; BETTER THAN FOOD	1	1	1	1	1
REFRESHING; REFRESHING TASTE	1	1	1	1	1
NEGATIVE ASSOCIATIONS	12	12	12	12	12
Not a girl; a bad habit	1	1	1	1	1
Not good for you	1	1	1	1	1
Expensive; expensive habit	1	1	1	1	1
I don't like it; care for it	1	1	1	1	1
Not good for you	1	1	1	1	1
Don't drink it; drink to man	1	1	1	1	1
Don't like the taste	1	1	1	1	1
Gives me a headache; makes me feel bad	1	1	1	1	1
Keeps me awake	1	1	1	1	1
It's sweet; too sweet	1	1	1	1	1
Other (negative associations)	1	1	1	1	1

*Less than .5 per cent.

(Continued)

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(Continued)

What is it you like about (cigarettes, coffee, highballs or mixed drinks, beer or ale, coke or other soft drinks)? What good effects does it have on you? Anything else?

	<u>Cigar- ettes</u>	<u>Coffee</u>	<u>Highballs or mixed drinks</u>	<u>Beer or ale</u>	<u>Coke or other soft drink</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
GOES WITH CIGARETTE; MAKES YOU SMOKE, WANT TO SMOKE	-	<u>2</u>	-	-	-
QUENCHES YOUR THIRST	-	<u>1</u>	<u>1</u>	<u>12</u>	<u>17</u>
COOLS ME OFF, COOLING; LIKE ON A HOT DAY, IN SUMMER	-	-	-	<u>14</u>	<u>25</u>
LIKE IT FOR SOCIAL REASONS	-	-	<u>24</u>	<u>7</u>	
It's social; drink just to be sociable	-	-	17	-	-
Helps get things started in company; stimulates conversation	-	-	3	-	-
Relaxes inhibitions	-	-	1	-	-
Other (like it for social reasons)	-	-	3	7	
AS A CHANGE FROM BEER; WHEN I DON'T HAVE BEER	-	-	*	-	-
ALL OTHER	<u>3</u>	<u>5</u>	<u>2</u>	<u>11</u>	<u>6</u>
DON'T KNOW OR NO ANSWER	<u>7</u>	<u>10</u>	<u>16</u>	<u>21</u>	<u>19</u>

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

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4

Here are some situations in which you might particularly want some of the things on this list. (Card shown respondent)

	Total cigarette smokers
Number of respondents	2064 (100%)
	%
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?	
CIGARETTES	38
COFFEE	19
BEER OR ALE	10
HIGHBALL OR MIXED DRINK	9
COKE OR SOFT DRINK	9
CANDY	1
GUM	1
WINE	*
NONE, DON'T KNOW OR NO ANSWER	7
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?	
CIGARETTES	69
COFFEE	11
HIGHBALL OR MIXED DRINK	1
GUM	1
COKE OR SOFT DRINK	2
BEER OR ALE	1
CANDY	*
WINE	*
NONE, DON'T KNOW OR NO ANSWER	11
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want?	
COFFEE	17
CIGARETTES	11
COKE OR SOFT DRINK	13
GUM	2
CANDY	2
BEER OR ALE	2
HIGHBALL OR MIXED DRINK	1
WINE	*
NONE, DON'T KNOW OR NO ANSWER	3
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
CIGARETTES	28
COFFEE	28
COKE OR SOFT DRINK	25
BEER OR ALE	13
HIGHBALL OR MIXED DRINK	6
GUM	2
CANDY	1
WINE	*
NONE, DON'T KNOW OR NO ANSWER	6

*Less than .5 per cent

Notes: Percentages add to more than 100% because some respondents gave more than one answer.

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Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. "The best cigarette of the day is the one I have when _____."

	Total cigarette smokers
Number of respondents	2064 (100%)
AFTER EATING	40
After a meal; finished eating (no further information)	19
After breakfast, finished breakfast, coffee	12
After supper in the evenings; after dinner (no further information)	6
After a good, big, hot meal, dinner	2
Other (after eating)	2
IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	27
WITH DRINKING, EATING	3
With my breakfast, morning coffee	2
When I'm drinking coffee; with a cup of coffee	3
When I have a highball, beer	*
When I'm drinking (no further information)	*
Other (with drinking, eating)	1
I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	2
ALL THE TIME; THEY ARE ALL THE SAME; WHEN I HAVE ONE	2
BEFORE I GO TO BED; LAST ONE AT NIGHT	2
I'M TIRED	2
WHEN I WANT, NEED A CIGARETTE	1
IN THE EVENING; UP LATE; CAN'T SLEEP	1
I'M NERVOUS, TENSE	1
I HAVEN'T HAD ONE FOR A WHILE	*
ALL OTHER	4
DON'T KNOW OR NO ANSWER	4

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754000

Number of residents

9

2

1

2

③

①

5

5

5

5

2)

2

2

二

✱

*

*

✱

✱

3

10

*See also: 5 per cent

Note: Temperatures add 10 more than 100° because

Some respondents gave more than one answer.

"The trouble with cigarettes is that they _____."

	Number of respondents	Total cigarette smokers
	2064 (100%)	
① ARE HABIT FORMING; MAKE YOU SMOKE MORE AND MORE; BAD HABIT	21	2
③ PHYSICALLY HARMFUL Make you cough; affect your throat Are harmful; injure your health; contain harmful elements (no further information) Harmful to your lungs, wind, breathing; Cause, could cause cancer Injure, hurt your eyesight Other (physically harmful)	22	5
② COST TOO MUCH; ARE TOO EXPENSIVE; EXPENSIVE HABIT	6	3
④ ARE NESSY, DIRTY	3	1
② ARE TOO SHORT; DON'T LAST LONG ENOUGH; BURN TOO FAST	1	1
④ LEAVE A BAD TASTE IN YOUR MOUTH; AFTER-TASTE; BAD BREATH	3	3
INDICATES THERE IS NO TROUBLE	3	3
⑤ I SMOKE TOO MANY; WANT TO QUIT IMMEDIATE GOOD, POSITIVE EFFECT Relax, quiet; help calm you Satisfy Other (indicate good, positive effect)	2	2
④ SMELL BAD IN HOUSE; LEAVE STRONG ODOR TAKE AWAY YOUR APPETITE	2	2
③ CONTAIN NICOTINE	1	1
③ STAIN YOUR TEETH, FINGERS	1	1
TASTE BAD; DON'T TASTE GOOD	1	1
ARE NO GOOD, SHOULDN'T BE MADE ALL OTHERS	*	*
DON'T KNOW OR NO ANSWER	1	1
	16	16

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

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"Every once in a while a cigarette tastes unusually
good. With me it's when _____."

	Total cigarette smokers:
Number of respondents	2064 (100%)
	%
① AFTER EATING	33
After a meal; finished eating (no further information)	25
After a good, big, hot meal, dinner	3
After breakfast; finished breakfast, coffee	2
After supper in the evening; after dinner (no further information)	2
Other (after eating)	1
② WITH DRINKING, EATING	13
When I'm drinking coffee; with a cup of coffee	10
When I have a highball, beer	3
With my breakfast, morning coffee	1
When I'm drinking (no further information)	1
Other (with drinking, eating)	2
③ I HAVEN'T HAD ONE FOR A WHILE	10
④ I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	9
⑤ I'M TIRED	8
⑥ IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	8
⑦ I'M NERVOUS, TENSE	5
ALL THE TIMES; THEY ARE ALL THE SAME; WHEN I HAVE ONE	3
I'M WORRIED, UPSET; GOT SOMETHING ON MY MIND	1
BEFORE I GO TO BED; LAST ONE AT NIGHT	1
WHEN I WANT, NEED A CIGARETTE	1
I'M ALONE, LONESOME	1
IN THE EVENING; UP LATE; CAN'T SLEEP	1
I'M EXCITED, MAD	1
ALL OTHER	1
DON'T KNOW OR NO ANSWER	5

*Less than .5 per cent

Notes: Percentages add to more than 100% because
some respondents gave more than one answer.

1001754003

"The advertising for cigarettes is _____."

total
cigarette
smokers

Number of respondents 2064
(100%)

DISLIKE THE ADVERTISING BECAUSE

The quantity is too much; overdone
Silly, idiotic; foolish
Exaggerated; too strong; but
Not true, or not always true; it's false
Bad; terrible; atrocious; disgusting
Monstrous; tiresome; boring
Concealing ads, claims; each claims to be
the best
For benefit of manufacturer-not the public
For money making
Other (specify the advertising)

THE ADVERTISING IS
It's too much; overdone
Comical; funny; exaggerated
It's bad; exaggerated; false
Incongruous; lack of logic; bad
Way to increase sales; not
advertiser's responsibility; passing to consumer
and then
The people (no longer advertising)
Over like the advertising

DOES A VERY ATTRACTIVE TO ME IN OTHERS; FOR
THE ARE ATTRACTIVE TO
FINDING; FINEST; IN THE
TO GET MORE CIGARETTES; SUCH NEW CIGARETTES
TO GET
MENTIONED A FEW OF WHICH ARE
THE ARE ATTRACTIVE; OTHER
CIGARETTES; FINEST
MENTIONED A FEW OF WHICH ARE
ADVERTISING
ALL OTHER
DOES A VERY ATTRACTIVE

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754004

"I would smoke more if they _____."

	Total cigarette smokers
Number of respondents	2064 (100%)
1 I WOULDN'T OR COULDN'T SMOKE ANY MORE; SMOKING TOO MUCH NOW; NOT ENOUGH TIME IN THE DAY	27
3 WERE CHEAPER; COST LESS; WERE NOT EXPENSIVE	17
4 WERE NOT PHYSICALLY HARMFUL	9
Were not harmful; didn't injure your health; if I knew they were good, safe for me (no further information)	5
Did not make me cough; didn't affect my throat	2
Did not cause cancer; prove they didn't cause cancer, lung cancer	1
Did not affect, harm your lungs	*
Did not hurt, injure your eyesight	*
Other (were not physically harmful)	1
IMPROVED THE TASTE, FLAVOR	2
HAD LESS NICOTINE, TAR	1
WERE MILDER; NOT SO STRONG	1
WOULD GET, MAKE A GOOD, MORE EFFECTIVE FILTER	1
ADVERTISE LESS; IMPROVE CIGARETTE ADVERTISING	1
WERE LONGER	1
WERE NOT HABIT-FORMING	1
PERMITTED TO SMOKE IN OFFICE, AT HOME	*
LEFT A BETTER TASTE IN YOUR MOUTH	*
STOP ADVERTISING, TALKING ABOUT BAD EFFECTS	*
PUT MY BRAND IN (BOX) (PAPER PACKAGE)	*
ALL OTHER	2
5 DON'T KNOW OR NO ANSWER	35

*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001754005

Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarettes? (Check each response)

	Total cigarette smokers	Agreed by respondents who smoke:			
		Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Waxed paper cigarettes
Number of respondents	206 (100%)	66 (32%)	33 (16%)	87 (42%)	20 (10%)
BETTER TOBACCO ①	3	3	3	3	3
WEATHER SMOOTHER ②	13	3	1	3	3
BETTER FLAVOR ③	12	3	1	1	1
LESS IRRITATION ④	11	3	1	3	1
LESS SMOKE ⑤	31	3	1	3	1
SAVES ON YOUR LUNGS ⑥	11	1	1	1	1
LESS TASTE ⑦	11	1	1	1	1
FEELS BETTER IN YOUR MOUTH ⑧	11	1	1	1	1
BETTER FOR YOU ⑨	3	1	1	1	1
LESS EXPENSIVE ⑩	8	1	1	1	1
NICER LOOKING	1	1	1	1	1
NONE, DON'T KNOW OR NO ANSWER	2	2	2	1	1

- ① Like unfiltered cigarettes
 ② Like filters
 ③ Want less irritation, but flavor
 ④ Economies

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754006

Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste? Worst taste?

	<u>Best taste</u>	<u>Worst taste</u>	<u>Ratio Best - Worst</u>
Number of respondents.	2064 (100%)	2064 (100%)	
	%	%	
CAMEL	17✓	14✓	1.21
CHESTERFIELD	6	8	.75
KOOL	3	7	.43
Non-filter	1	5	.20
Filter	2	2	1.00
LUCKY STRIKE	10	7	1.43
OLD GOLD	2	6	.33
Non-filter	1	5	.20
Filter	1	1	1.00
PHILIP MORRIS	3	5	.60
RALEIGH	2	3	.67
Non-filter	1	2	.50
Filter	1	1	1.00
KENT	7	2	3.50
WINSTON	10	2	5.00
PALL MALL	12	2	6.00
VICEROY	5	2	2.50
SALEM	3	2	1.50
L & M	5	2	2.50
TAREYTON	2	1	2.00
Non-filter	1	1	1.00
Filter	1	*	1.00+
MARLBORO	5	1	5.00
PARLIAMENT	2	1	2.00
SPUD	*	1	1.00+
HIT PARADE	2	1	2.00
OTHER NON-FILTER	2	2	1.00
OTHER FILTER	2	1	2.00
ALL MENTHOL (volunteered)	1	1	1.00
ALL NON-FILTERS (volunteered)	*	1	1.00+
ALL FILTERS (volunteered)	*	2	1.00+
DON'T KNOW OR NO ANSWER	4	26	

*Less than .5 percent

1001754007

What do you think has (better tobacco, etc.), better cigarettes or
non-filter cigarettes, or don't you think there is any difference?

	Better to- taste	Less time	Less pan.	Nicer look- ing	Better for you	Less anti- tacking	Much smoother	Less expen- sive	Feel better in your mouth	Better taste	Better on your lungs
Number of respondents	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)	206+ (100%)
10	3	3	3	3	3	3	3	3	3	3	3
11	10	10	10	10	10	10	10	10	10	10	10
12	30	30	30	30	30	30	30	30	30	30	30
13	10	10	10	10	10	10	10	10	10	10	10
14	10	10	10	10	10	10	10	10	10	10	10
15	10	10	10	10	10	10	10	10	10	10	10
16	10	10	10	10	10	10	10	10	10	10	10
17	10	10	10	10	10	10	10	10	10	10	10
18	10	10	10	10	10	10	10	10	10	10	10
19	10	10	10	10	10	10	10	10	10	10	10
20	10	10	10	10	10	10	10	10	10	10	10
21	10	10	10	10	10	10	10	10	10	10	10
22	10	10	10	10	10	10	10	10	10	10	10
23	10	10	10	10	10	10	10	10	10	10	10
24	10	10	10	10	10	10	10	10	10	10	10
25	10	10	10	10	10	10	10	10	10	10	10
26	10	10	10	10	10	10	10	10	10	10	10
27	10	10	10	10	10	10	10	10	10	10	10
28	10	10	10	10	10	10	10	10	10	10	10
29	10	10	10	10	10	10	10	10	10	10	10
30	10	10	10	10	10	10	10	10	10	10	10
31	10	10	10	10	10	10	10	10	10	10	10
32	10	10	10	10	10	10	10	10	10	10	10
33	10	10	10	10	10	10	10	10	10	10	10
34	10	10	10	10	10	10	10	10	10	10	10
35	10	10	10	10	10	10	10	10	10	10	10
36	10	10	10	10	10	10	10	10	10	10	10
37	10	10	10	10	10	10	10	10	10	10	10
38	10	10	10	10	10	10	10	10	10	10	10
39	10	10	10	10	10	10	10	10	10	10	10
40	10	10	10	10	10	10	10	10	10	10	10
41	10	10	10	10	10	10	10	10	10	10	10
42	10	10	10	10	10	10	10	10	10	10	10
43	10	10	10	10	10	10	10	10	10	10	10
44	10	10	10	10	10	10	10	10	10	10	10
45	10	10	10	10	10	10	10	10	10	10	10
46	10	10	10	10	10	10	10	10	10	10	10
47	10	10	10	10	10	10	10	10	10	10	10
48	10	10	10	10	10	10	10	10	10	10	10
49	10	10	10	10	10	10	10	10	10	10	10
50	10	10	10	10	10	10	10	10	10	10	10
51	10	10	10	10	10	10	10	10	10	10	10
52	10	10	10	10	10	10	10	10	10	10	10
53	10	10	10	10	10	10	10	10	10	10	10
54	10	10	10	10	10	10	10	10	10	10	10
55	10	10	10	10	10	10	10	10	10	10	10
56	10	10	10	10	10	10	10	10	10	10	10
57	10	10	10	10	10	10	10	10	10	10	10
58	10	10	10	10	10	10	10	10	10	10	10
59	10	10	10	10	10	10	10	10	10	10	10
60	10	10	10	10	10	10	10	10	10	10	10
61	10	10	10	10	10	10	10	10	10	10	10
62	10	10	10	10	10	10	10	10	10	10	10
63	10	10	10	10	10	10	10	10	10	10	10
64	10	10	10	10	10	10	10	10	10	10	10
65	10	10	10	10	10	10	10	10	10	10	10
66	10	10	10	10	10	10	10	10	10	10	10
67	10	10	10	10	10	10	10	10	10	10	10
68	10	10	10	10	10	10	10	10	10	10	10
69	10	10	10	10	10	10	10	10	10	10	10
70	10	10	10	10	10	10	10	10	10	10	10
71	10	10	10	10	10	10	10	10	10	10	10
72	10	10	10	10	10	10	10	10	10	10	10
73	10	10	10	10	10	10	10	10	10	10	10
74	10	10	10	10	10	10	10	10	10	10	10
75	10	10	10	10	10	10	10	10	10	10	10
76	10	10	10	10	10	10	10	10	10	10	10
77	10	10	10	10	10	10	10	10	10	10	10
78	10	10	10	10	10	10	10	10	10	10	10
79	10	10	10	10	10	10	10	10	10	10	10
80	10	10	10	10	10	10	10	10	10	10	10
81	10	10	10	10	10	10	10	10	10	10	10
82	10	10	10	10	10	10	10	10	10	10	10
83	10	10	10	10	10	10	10	10	10	10	10
84	10	10	10	10	10	10	10	10	10	10	10
85	10	10	10	10	10	10	10	10	10	10	10
86	10	10	10	10	10	10	10	10	10	10	10
87	10	10	10	10	10	10	10	10	10	10	10
88	10	10	10	10	10	10	10	10	10	10	10
89	10	10	10	10	10	10	10	10	10	10	10
90	10	10	10	10	10	10	10	10	10	10	10
91	10	10	10	10	10	10	10	10	10	10	10
92	10	10	10	10	10	10	10	10	10	10	10
93	10	10	10	10	10	10	10	10	10	10	10
94	10	10	10	10	10	10	10	10	10	10	10
95	10	10	10	10	10	10	10	10	10	10	10
96	10	10	10	10	10	10	10	10	10	10	10
97	10	10	10	10	10	10	10	10	10	10	10
98	10	10	10	10	10	10	10	10	10	10	10
99	10	10	10	10	10	10	10	10	10	10	10
100	10	10	10	10	10	10	10	10	10	10	10

1001754008

If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Asked of respondents who smoke filter-tip cigarettes, or both filter tips and non-filter tip cigarettes equally--
49% of cigarette smokers:

	Total asked this question	Analyzed by respondents who smoke:					
		Marlboro	L & M	Viceroy	Kent	Winston	Other filter
Number of respondents	1018 (100%)	106 (100%)	110 (100%)	116 (100%)	153 (100%)	235 (100%)	246 (100%)
	%	%	%	%	%	%	%
<u>Would smoke:</u> <u>FILTERS</u>	82	85	82	84	77	85	83
NON-FILTERS	10	6	7	7	15	9	9
DON'T KNOW OR NO ANSWER	8	9	11	9	8	6	8

1001754009

In a sense everyone is a gambler--every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (Card shown respondent)

Number of respondents	Total	
	cigarette smokers	
	1002 (100%)	
Most dangerous: GOING FOR A LONG SWIM IN A LARGE LAKE	26	8
TAKING A TRIP IN A CAR	24	24
RIDING IN AN AIRPLANE	13	13
DRINKING A COUPLE OF ALCOHOLIC DRINKS A DAY	13	13
BREATHING THE SOOT AND DIRT IN CITY AIR	11	11
SMOKING A PACK OR MORE OF CIGARETTES A DAY	11	11
CLIMBING IN AND OUT OF A BATH TUB	10	10
DON'T KNOW OR NO ANSWER	6	6

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754010

Which brand of filter tips do you think has the most effective filter? Least effective filter?

Number of respondents	Most effective		Least effective		Ratio Most - Least
	2064 (100%)	%	2064 (100%)	%	
WINSTON	22	1.1	5	0.2	5.5
VICEROY	9	0.4	1	0.05	9.0
1 & M	8	0.4	1	0.05	8.0
OLD GOLD	7	0.3	0	0.0	7.0
MARLBORO	7	0.3	0	0.0	7.0
MENTHOL	6	0.3	0	0.0	6.0
REDWATER	6	0.3	0	0.0	6.0
SHRED	6	0.3	0	0.0	6.0
ROCK	6	0.3	0	0.0	6.0
PARLIAMENTS	6	0.3	0	0.0	6.0
RED PEARLS	4	0.2	0	0.0	4.0
BRAND	4	0.2	0	0.0	4.0
400	1	0.05	0	0.0	1.0
OTHER	4	0.2	0	0.0	4.0
NO ANSWER OR NO ANSWER	3	0.1	0	0.0	3.0

1001754011

Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? The least effective filter? (Card shown respondent)

Number of respondents	Most effective	Least effective
	206+ (100%)	206+ (100%)
CIGARETTE A--WITH A SPECIAL NUMBER OF STRANDS IN THE FILTER	5	5
CIGARETTE B--WITH A NEW TYPE OF FILTER MATERIAL	20	5
CIGARETTE C--WITH A LONGER FILTER	7	5
CIGARETTE D--WHICH HAS SPECIAL CHEMICALS SPRAYED ON THE FILTER MATERIAL	12	5
CIGARETTE E--WHICH HAS VENTHOLES IN THE FILTER	3	15
CIGARETTE F--WHICH HAS AN EXTRA THICKLY PAKED FILTER	6	25
CIGARETTE G--A TWO-SECTION FILTER WITH DIFFERENT TYPES OF MATERIAL IN EACH SECTION	16	10
DON'T KNOW OR NO ANSWER	15	25

1001754012

Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes-- the tobacco used in the cigarette or the filter?

	Total cigarette smokers	Analyzed by respondents who smoke:	
		A filter brand	A non-filter brand
Number of respondents:	206+ (2005)	99 (2005)	107 (2005)
TOBACCO	9	3	6
FILTER	39	40	67
DOES NOT KNOW (VOLUNTARILY)	11	11	10
DOES NOT KNOW OR NO ANSWER	13	3	10

1001754013

How about as far as the taste of the filter cigarette goes--
which is more important, the tobacco or the filter?

in a plus sense?

	Total cigarette smokers	Analyzed by respondents: who smoke:	
		A. filter brand	A. non- filter brand
Number of respondents	2064 (100%)	996 (100%)	1032 (100%)
	%	%	%
TOBACCO	69	70	61
FILTER	18	20	17
BOTH EQUAL (volunteered)	-	-	3
DON'T KNOW OR NO ANSWER	13	6	19

1001754014

In cigarette smoke there is nicotine, tar and also a number of other ingredients. What would you guess accounts for the flavor or taste in cigarette smoke--would you guess it comes from the nicotine, or would you guess it comes from the tars, or would you guess the flavor probably comes from the other ingredients in the smoke?

	<u>Total asked this question.</u>
Number of respondents	1042 (100%)
	3
THE NICOTINE	27
THE TARS	10
OTHER INGREDIENTS	5
NO GOOD TASTE (volunteered)	1
DON'T KNOW OR NO ANSWER	19

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754015

FORM A - As you probably know, there are a number of different substances in cigarette smoke; as you understand it, what do filters do--cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through the filter?

FORM B - Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke through. Other scientists say that the filter will have to cut down on everything in cigarette smoke in order to cut down on the particular substances which are harmful. Which of these points of view sounds most sensible to you?

	Total cigarette smokers <u>"A" sample</u>	Total cigarette smokers <u>"B" sample</u>
Number of respondents	1022 (100%)	1042 (100%)
	<u>7</u>	<u>7</u>
FILTERS CUT DOWN ON EVERYTHING	20	51
FILTERS CUT DOWN ON PARTICULAR THINGS (ELIMINATES <u>PARTICULAR</u> SUBSTANCES)	59	33
DEPENDS ON THE FILTER (volunteered)	5	-
DON'T KNOW OR NO ANSWER	16	16

1001754016

Which would you prefer--recessed filters or flush filters?

Prefer: Recessed 24% Flush 41% No difference 16% Don't know 19%

	Total asked this question		Total asked this question
Number of respondents	841 (100%)	Number of respondents	901 (100%)
<u>Prefer flush because:</u>	<u>4</u>	<u>Prefer recessed because:</u>	<u>4</u>
MOUTHPIECE		KEEPS TAR, NICOTINE, HARMFUL SUBSTANCES AWAY FROM MOUTH	32
The recessed filter folds, crushes	37	Keeps tars, etc., away from mouth; you get less tars, nicotine	26
Feels better in mouth	17	Keeps material that is filtered out	6
Don't like that hollow space	7	KEEPS FILTER AWAY FROM MOUTH, TONGUE, LIPS	31
Always sticking tongue in hole	6	Less contact with filter	10
Recessed filters become damp	3	Keeps filter material out of mouth	3
Easier to hold flush in mouth	2	TASTE	
Recessed filters break	1	Don't get taste of filter	11
Sticks to lips, mouth	1	Don't get bad taste	9
Other (mouthpiece)	1	More taste, flavor; better taste	2
HABIT		Other taste	1
Habit; I'm used to them	11	NO TOBACCO CONTACT	
I've always smoked them	1	Tobacco not so close to mouth	10
FILTER EFFECTIVENESS		Tobacco doesn't get in mouth	3
More effective	10	CLEANER, LESS STAINING ON LIPS, TEETH	1
There's more to a flush filter	3	EASIER TO DRAW ON	1
DISLIKE TASTE; LESS TASTE WITH RECESSED	1	NON-IRRITATING, NO BURN, COOLING SMOKE	3
DRAW		EASIER TO HOLD IN MOUTH	2
Recessed harder to draw on	1	JUST BETTER (NO FURTHER INFORMATION)	2
Get less smoke with recessed	2	LIKE THE MILDNESS	1
LIKE FLUSH, DON'T LIKE RECESSED	2	FILTERS BETTER	1
LESS TOBACCO, LESS CIGARETTE WITH RECESSED	2	BECAUSE OF RECESS ITSELF	1
DON'T LIKE PARLIAMENTS	1	USED TO IT; HABIT	1
HOT; IRRITATING; BURNS FASTER	1	LOOK BETTER; MORE ELEGANT	1
TIGHTER PACKED; MORE COMPACT	1	KEEPS FILTER, CIGARETTE DRY	1
TOBACCO DOESN'T GET IN MOUTH	1	IT'S A LONGER FILTER	1
DIRT, TOBACCO COLLECTS IN HOLLOW SPACE	*	ALL OTHER	2
CLEANER; LESS STAIN ON TEETH	*	DON'T KNOW OR NO ANSWER	1
DON'T LIKE TASTE OF TOBACCO IN MOUTH	*		
ALL OTHER	1		
DON'T KNOW OR NO ANSWER	21		

*Less than .5 percent

1001754017

How do you think they make room for the air space in a recessed filter--
by using a shorter filter or by using less tobacco in the cigarette?

	Total cigarette smokers	Analyzed by respondents who smoke:	
		A filter brand	A non- filter brand
Number of respondents	2064 (100%)	996 (100%)	1032 (100%)
	%	%	%
Make recessed filter by:			
USING SHORTER FILTER	36	42	31
USING LESS TOBACCO	34	32	36
BOTH (volunteered)	7	6	8
DON'T KNOW OR NO ANSWER	23	20	25

1001751018

Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? (Card shown respondent) Any others?

	Total cigarette smokers	Analyzed by respondents who smoke:			
		Regular size ciga- rette	King size ciga- rette	Filter tip ciga- rette	Mentho- lated ciga- rette
Number of respondents	206- (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
TO EASE SMOKER'S THROAT	54	51	52	57	56
TO COOL OFF THE SMOKE	28	30	28	28	31
TO GIVE IT A DIFFERENT TASTE	26	27	26	26	19
TO GIVE IT A FRESH TASTE	23	17	23	25	37
TO COVER UP CHEAPER TOBACCO	9	10	12	7	8
TO IMPROVE FILTRATION	2	2	1	1	4
DON'T KNOW OR NO ANSWER	7	7	8	6	1

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754019

Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

Asked of respondents who
smoke a non-mentholated brand
of cigarettes most often--
92% of cigarette smokers

Total asked this question	Analyzed by respondents who say they have tried:						None or don't know
	Kool Filter	Kool Regular	Salem	Oasis	Newport	Spud	
Number of respondents 1686 (100%)	722 (100%)	320 (100%)	643 (100%)	343 (100%)	330 (100%)	195 (100%)	457 (100%)
<u>Would buy:</u>							
SALEM	25	39	31	19	36	35	32
KOOL--FILTER	22	13	4	27	21	19	24
KOOL--REGULAR	12	3	15	15	11	13	11
NEWPORT	6	6	7	3	6	3	5
OASIS	3	5	3	5	3	3	4
SPUD	1	1	2	2	2	2	2
NONE	20	23	25	18	14	14	16
DON'T KNOW OR NO ANSWER	11	6	13	5	5	5	6

*Less than .5 per cent.

1001754020

	0)	
1)	1)	0)
2)	2)	1)
3)	3)	2)
4)	4)	3)
5)	5)	4)
6)	6)	5)
7)	7)	6)
8)	8)	7)
9)	9)	8)
10)	10)	9)
11)	11)	10)
12)	12)	11)
13)	13)	12)
14)	14)	13)
15)	15)	14)
16)	16)	15)
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1001754021

Which brands of mentholated cigarettes are better tasting?

Asked of respondents who say
that mentholated cigarettes in
general or some brands are better
tasting than they used to be

	<u>Total asked this question</u>
Number of respondents	454 (100%)
	%
SALEM	44
KOOL--FILTER	26
NEWPORT	16
KOOL--REGULAR	9
OASIS	7
SPUD	2
NONE	1
DON'T KNOW OR NO ANSWER	11

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001754022

If your brand offered a choice of both hard and soft packages and in all three lengths--regular, long size and king size--what length would you actually prefer to smoke?

	Total cigarette smokers:	Analyzed by respondents who smoked:		
		Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	380 (100%)	996 (100%)
	%	%	%	%
REGULAR SIZE	37	53	5	13
LONG SIZE	10	3	11	15
KING SIZE	49	7	80	67
NO DIFFERENCE (volunteered)	2	1	2	2
DON'T KNOW OR NO ANSWER	3	1	2	3

1001754023

What type of package would you prefer, the soft pack or the box type package?

	Total cigarette smokers:	Analyzed by respondents who smoke:		
		Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	390 (100%)	996 (100%)
	%	%	%	%
HARD PACK	31	22	33	36
SOFT PACK	61	73	58	54
PARLIAMENT PACK (volunteered)	*	-	-	1
DON'T KNOW OR NO ANSWER	8	5	9	7

2/22/80

*Less than .5 per cent.

1001751024

How many soft pack?

Respondents who used to buy cigarettes in the hard box exclusively but now buy cigarettes in the soft pack some or all of the time were asked:

What made you start buying your regular brand in the soft package again?

	Total asked this question
Number of respondents	106 (100%)
	%
DON'T LIKE HARD BOX	40
Too bulky, doesn't fit in my purse, case, pocket	15
Too hard to get cigarettes out of box	10
They dry out faster in hard box	5
Other (don't like hard box)	8
STORE DOESN'T CARRY THEM	13
They don't carry hard box in my store-- they were out of them	13
They handed me the soft pack--I take whatever they give me	5
THEY ARE A LONGER CIGARETTE	11
INFLUENCE OF SOMEONE	9
My husband (wife) prefers soft pack	5
Someone else buys the cigarettes	4
ALL OTHER	15
DON'T KNOW	8
NO ANSWER	6

1001754025

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

Who would you be most apt to believe if one of these organizations said there was no connection whatsoever between lung cancer and cigarette smoking? Which one would you be least likely to believe? (Card shown respondent)

	<u>Most likely</u>	<u>Least likely</u>
Number of respondents	1022 (100%)	1022 (100%)
	4	4
AMERICAN CANCER SOCIETY	39	3
U. S. DEPARTMENT OF HEALTH	20	2
AMERICAN MEDICAL ASSOCIATION	20	2
THE FOOD AND DRUG RESEARCH LABORATORIES, INC.	6	7
TOBACCO INDUSTRY RESEARCH COUNCIL	3	5
U. S. TESTING COMPANY	3	5
SLOAN-KETTERING RESEARCH LABORATORY	1	5
DON'T KNOW OR NO ANSWER	6	19

1001754026

What cigarettes do you think you'll be smoking a couple of years from now?

Number of respondents	Total cigarette smokers	% of smokers of the brand who do not expect to switch	Total cigarette smokers
	2064 (100%)		%
CAMEL	12	74	
CHESTERFIELD	4	73	
Regular	3	51	
King	1	22	
HIT PARADE	*	38	
KENT	5	47 ✓	
KOOL	2	59	
Regular	1	28	
Filter	1	31	
L & M	3	55	
LUCKY STRIKE	7	73 ✓	
MARLBORO	3	27 ✓	
NEWPORT	*	36	
CASIS	*	23	
OLD GOLD	2	42	
Regular	1	13	
King	*	9	
Filter	1	20	
PALE MAL	1	21 ✓	
PARLIAMENT	*	21	
Regular	*	9	
King	*	18	
PHILIP MORRIS	2	63 ✓	
Regular	2	56	
King	*	8	
RALEIGH	1	67 ✓	
King	1	40	
Filter	1	27	
SALEM	2	47	
SPIN	*	50	
TAMBOUR	1	17	
King	*	17	
King Filter	1	27	
VICTORY	3	50	
WINSTON	3	27 ✓	
OTHER	1		
NONE	1		
NO REGULAR BRAND	1		
DON'T KNOW	2		
NO ANSWER	1		

Other volunteered answers of
respondents:

WANTS TO STOP

None, I hope; I want to quit
smoking

Maybe none; maybe I'll quit

I plan to quit; am going to
try to stop

WILL SMOKE NEW, IMPROVED BRAND

Will smoke a new, modern
cigarette

The one that has the best filter

The one that has less tars
and nicotine

Will smoke my own brand if
they put out a filter

Other (will smoke new, improved
brand)

I HAVE NO IDEA; WHO KNOWS?

FLAVORED BRAND

A FILTER CIGARETTE

I'M OLD, MAY NOT BE SMOKING THEN,
MAY NOT BE ALIVE THEN

ATOMIC CIGARETTES

OPUM, MARIJUANA, ETC.

"OTHER" BRAND--SAME AS REGULAR
BRAND

ALL OTHER

*Less than .5 per cent

1001751027

Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

	Total cigarette smokers	Analyzed by respondents who smoke:	
		A filter brand	A non- filter brand
Number of respondents	2064 (100%)	996 (100%)	1068 (100%)
a. <u>Filter-tip cigarettes are no safer than non-filters.</u>			
AGREE	48	37	59
DISAGREE	41	54	29
DON'T KNOW OR NO ANSWER	11	9	12
b. <u>Filter-tip cigarettes use a special blend of tobacco.</u>			
AGREE	26	23	25
DISAGREE	54	53	54
DON'T KNOW OR NO ANSWER	20	17	21
c. <u>Cigarettes taste better through a filter.</u>			
AGREE	39	22	22
DISAGREE	54	22	22
DON'T KNOW OR NO ANSWER	7	5	5
d. <u>Filter cigarettes cause you to smoke more.</u>			
AGREE	33	26	40
DISAGREE	51	54	37
DON'T KNOW OR NO ANSWER	16	9	23
e. <u>They could make better filters than they do.</u>			
AGREE	52	54	49
DISAGREE	15	20	10
DON'T KNOW OR NO ANSWER	34	26	41
f. <u>Cigarettes may be harmful, but I'm not going to worry about it.</u>			
AGREE	72	68	72
DISAGREE	22	27	13
DON'T KNOW OR NO ANSWER	6	5	6
g. <u>As long as you are careful not to smoke too much, cigarettes would do you any real harm.</u>			
AGREE	59	58	72
DISAGREE	21	28	13
DON'T KNOW OR NO ANSWER	10	10	9
h. <u>Filter-tip cigarettes use a cheaper grade of tobacco.</u>			
AGREE	23	18	29
DISAGREE	49	62	35
DON'T KNOW OR NO ANSWER	28	20	36

1001754028

1001754029